

Color Action Photos:

Barry • Robertson • Chamberlain • Baylor

PRO BASKETBALL

MAC ILLUSTRATED 1967-68 60¢

THE PRESSURE FACING
BILL BRADLEY

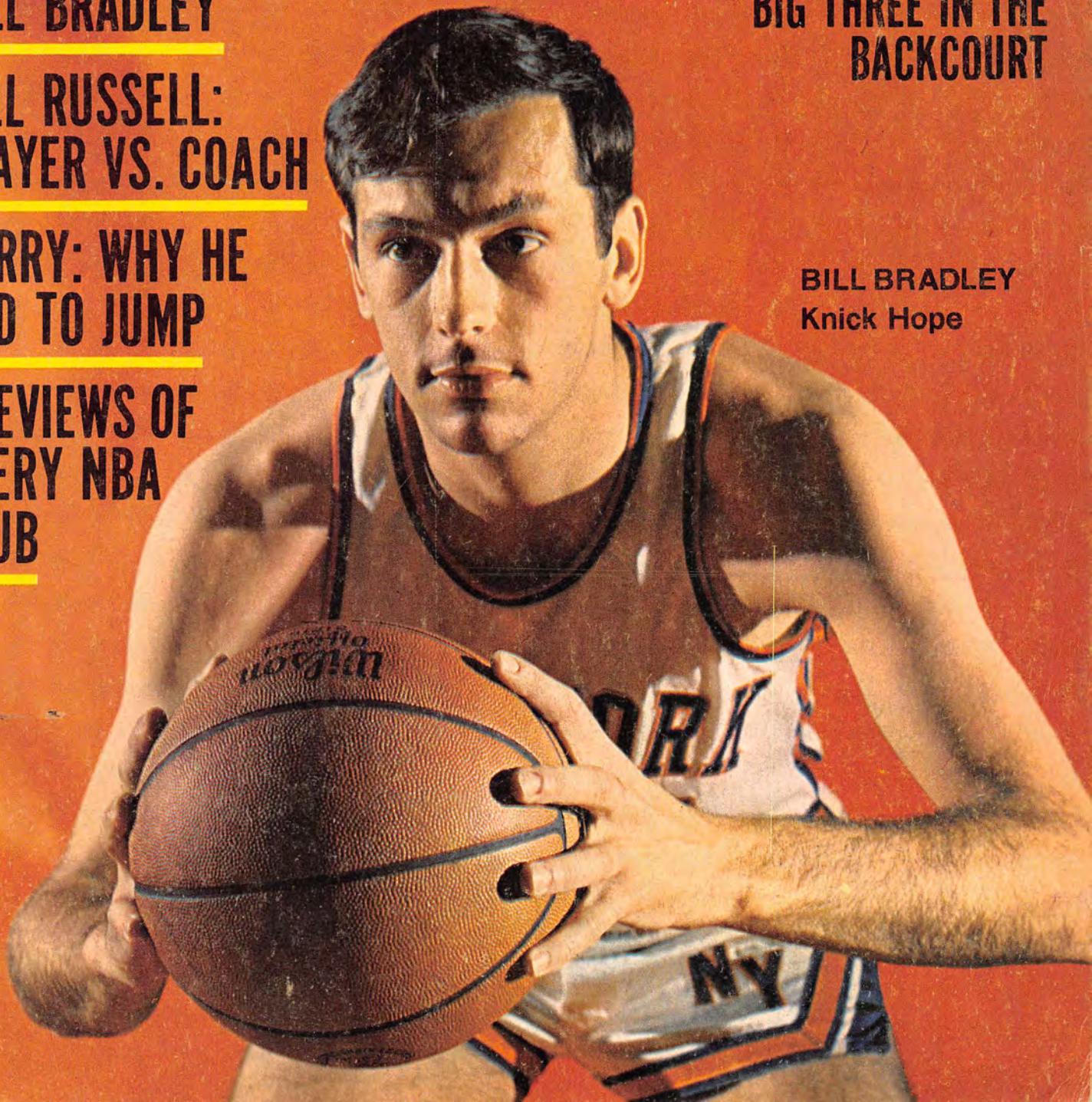
BILL RUSSELL:
PLAYER VS. COACH

BARRY: WHY HE
HAD TO JUMP

PREVIEWS OF
EVERY NBA
CLUB

ROBERTSON-WEST-GREER:
BIG THREE IN THE
BACKCOURT

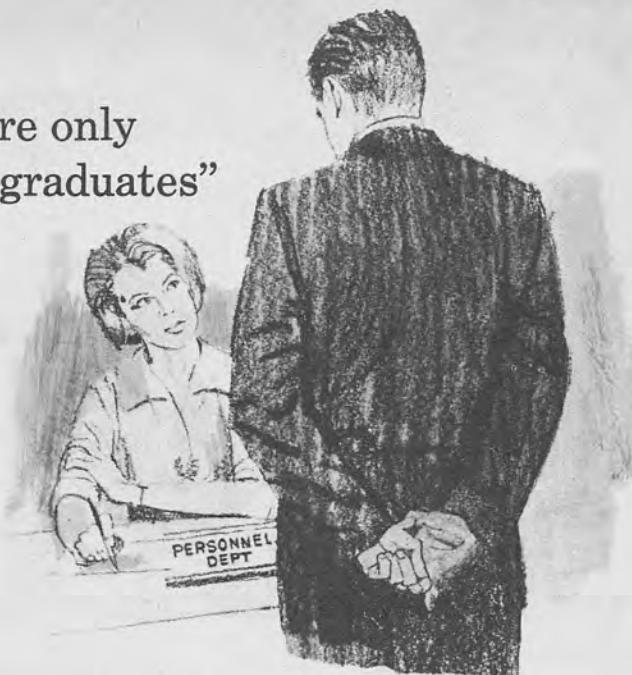
BILL BRADLEY
Knick Hope



JUMPER: Rick Barry's jump to the A.B.A. was not as graceful as his leap for the ball in this play. Philadelphia's Wally Jones contemplates the landing.



"Sorry, we hire only
high school graduates"



NOW YOU CAN FINISH HIGH SCHOOL AT HOME

Win a diploma in your spare time...qualify for a better job

DON'T be held back from bigger pay and more opportunity just because you don't have a high school diploma. You can now finish high school at home—during your spare hours—with loss of a single day from your present job.

The Wayne High School Program makes home study easy and interesting. You receive individual assignments from experienced instructors who are directly concerned with your progress. You are a class of one—you take everything at your own pace, so you are neither hurried nor slowed down. And in addition to basic high school subjects which qualify you for a diploma, you have a choice of practical vocational subjects which help you get started in one of many profitable fields. Wayne's flexible study plan permits you to shape your program so that it exactly fits your personal needs.

If you've had enough of just working in a rut—if you want to make up rapidly for lost time—if you want to know the feeling of pride and confidence that comes with saying "Of course, I'm a high school graduate," then you should find out right away what Wayne study can do for you. *The cost is remarkably low.*

Mail coupon for free illustrated booklet

If you are 17 or older and not now in school, send for the free illustrated booklet "How to Finish High School at Home." It contains important and surprising facts about the earnings and success opportunities of high school graduates. It will also give you full details of the Wayne High School Program and the courses it offers you. Mail the coupon now to Wayne, 417 South Dearborn, Chicago, Illinois 60605.



WAYNE SCHOOL

Dept. 71-503, 417 S. Dearborn, Chicago, Illinois 60605

Please send me your free illustrated booklet "How to Finish High School at Home" which contains full information about high school study and opportunities for high school graduates.

Name.....Age.....

Address.....County.....

City & State.....Zip No.....



PRO BASKETBALL ILLUSTRATED 67-68

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National Advertising
Representatives
Sanford Schwarz & Co., Inc.
16 West 46th St.
New York, N.Y. 10036

Complete Sports Special
Series, Pro-Basketball Illustrated,
1967, Vol. 3, No. 3, published Quarterly
by Complete Sports Publications,
Inc., 30-30 Northern Blvd., Long
Island City, N.Y. 11101. Single copy
price 60c in U.S.A. and Canada.
Annual subscription rate, \$2.40. No
portion of this magazine may be re-
produced without written permission.
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manuscripts, photographs or art.
Printed in the United States of Amer-
ica. Copyright 1966 by Complete
Sports Publications Inc., 30-30
Northern Blvd., Long Island City,
N.Y. 11101. Litho in U.S.A. by Web
Offset Publication Corp., Long Island
City, N.Y.

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A "BEATING-UP" TURNED THIS WEAKLING INTO A CHAMP!



Charles Atlas
"World's Most
Perfectly De-
veloped Man"

One night a frail 97-lb., 15-year-old youth was making his way home through the tough waterfront section of New York City. Suddenly, without warning, a brutal hoodlum loomed up out of the dark, and beat him senseless. That night the young man made a solemn vow: "Never will I let any man hurt me again."

The years ahead were to prove how well he kept that vow! For the name of that skinny youth was Charles Atlas — and he lived to become internationally famous as "The World's Most Perfectly Developed Man," performing feats of strength that amazed the whole world!

The day after that beating, Charles Atlas began trying every exercise he had ever heard of. Then one day, visiting New York's famed Bronx Zoo, he asked himself: "How does the tiger keep in physical condition? You never see him with a barbell!"

Atlas Discovers the Secret!

He saw how the tiger exercised by stretching its muscles, one against the other. From this, he worked out the amazing "Dynamic-Tension" system of muscle-building that was to make him famous.

Within 12 months, Atlas had doubled his weight. He decided to help all weak, underdeveloped men who suffered as he had. So he made his amazing secret of "Dynamic-Tension" — the system that uses no weights or apparatus — available to men all over the world. Thousands have benefited from his remarkably effective system.

And, as the fame of Charles Atlas spread, he was challenged to perform many thrilling feats of strength. Once he pulled six automobiles, chained together, for a mile. Another time he towed a 72½-ton railroad car 112 feet along the tracks with a rope!

A far cry from the days of that 97-pound weakling who sobbed his way home after a beating, made a vow that changed his whole life — and since has changed the lives of so many others!



Charles Atlas Towing
Broadway Limited Ob-
servation Car 112 ft!

I Take OLD Bodies and Turn Out NEW Ones!

Check the Kind of NEW BODY You Want RIGHT IN THE COUPON BELOW . . . and I'll Show You How EASILY You Can Have It!

I'M NO MAGICIAN. Making healthy and handsome HE-MEN out of weaklings — turning "skin and bones" or flabby fat into SOLID MUSCLE — is simply my job. But my secret does work like "magic."

Do you want broader shoulders — a magnificent "barrel" chest — more powerful arms and legs — a mid-



section lined with solid-as-steel muscle? It's all waiting for you. Just check what you want — RIGHT IN THE COUPON BELOW. I'll show you how I can give it to you!

From "Mouse" to MAN!

You wouldn't believe it but I myself used to be a 97-lb. weakling. Fellows called me "SKINNY." Girls made fun of me behind my back. Then I discovered my remarkable muscle-building secret — "Dynamic-Tension." It turned me from a "bag of bones" into a barrel of muscle! And I felt so much better, so much on top of the world in my big, new, husky body, that I decided to devote my whole life to helping other fellows change themselves into "perfectly developed men."

"Dynamic-Tension" Works Fast!

My secret — "Dynamic-Tension" — is the NATURAL easy method you can practice right in the privacy of your own room — JUST 15 MINUTES EACH DAY — while you build up SOLID MUSCLE in all of the RIGHT PLACES — gain the kind of handsome and healthy build that women admire and men respect.

I give you no gadgets or contraptions. You simply use the SLEEPING muscle-power in your own body almost unconsciously every minute of the day — walking, bending over, even sitting at your table or desk!

ARE YOU
Skinny, Weak and
run down?
Always tired?
Nervous?
Fat and flabby?
Want to lose or
gain weight?

WHAT TO DO
ABOUT IT is
told in my
FREE BOOK

Charles
Atlas

Holder of title
"The World's Most
Perfectly Devel-
oped Man."



Prize Trophy
Given Away
Be the envy
of friends!
Win hand-
some trophy,
over 1½ feet
high!

FREE My 32-Page Book is Yours
Not \$1.00 or 10¢ — But FREE

SEND NOW for my book describing my famous method. 32 Pages, packed with actual photographs and valuable advice. Shows what "Dynamic-Tension" has done for others. Page by page it shows what I can do for YOU. Just glancing through it may mean the turning point in your life — and it's yours absolutely FREE! Check the kind of body you want below.

CHARLES ATLAS, Dept.
12411, 115 East 23rd St.,
New York, N. Y. 10010.



CHARLES ATLAS, DEPT. 12411, 115 East 23rd Street, New York, N. Y. 10010
Dear Charles Atlas: Here's the kind of Body I Want:

(Check as many as you like)

- Broader Chest and Shoulders
- More Powerful Arms and Grip
- Slimmer Waist and Hips
- More Powerful Leg Muscles
- More Weight — Solid
— in the Right Places
- Better Sleep, More Energy

Send me absolutely FREE a copy of your famous book showing how "Dynamic-Tension" can make me a new man. 32 Pages crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

Print Name..... Age.....

Address..... Zip.....

City..... State..... Code.....

In England: Charles Atlas, Chitty St., London, W.1

1966-67 YARDSTICK

EASTERN DIVISION

	W	L	Pct.
Philadelphia	68	13	.840
Boston	60	21	.741
Cincinnati	39	42	.481
New York	36	45	.444
Baltimore	20	61	.247

WESTERN DIVISION

	W	L	Pct.
San Francisco	44	37	.543
St. Louis	39	42	.481
Los Angeles	36	45	.444
Chicago	33	48	.407
Detroit	30	51	.370

INDIVIDUAL SCORING LEADERS

	G	FG	FT	PTS.	AVG.
Rick Barry, San Francisco	78	1011	753	2775	35.6
Oscar Robertson, Cincinnati	79	838	736	2412	30.5
Wilt Chamberlain, Philadelphia	81	785	386	1956	24.1
Jerry West, Los Angeles	66	645	602	1892	28.7
Elgin Baylor, Los Angeles	70	711	440	1862	26.6
Hal Greer, Philadelphia	80	699	367	1765	22.1
John Havlicek, Boston	81	684	365	1733	21.4
Willis Reed, New York	78	635	358	1628	20.9
Bailey Howell, Boston	81	636	349	1621	20.0
Dave Bing, Detroit	80	664	273	1601	20.0
Sam Jones, Boston	72	638	318	1594	22.1
Chet Walker, Philadelphia	81	561	445	1567	19.3
Gus Johnson, Baltimore	73	620	271	1511	20.7
Walt Bellamy, New York	79	565	369	1499	19.0
Billy Cunningham, Philadelphia	81	556	383	1495	18.5
Lou Hudson, St. Louis	80	620	231	1471	18.4
Guy Rodgers, Chicago	81	538	383	1459	18.0
Jerry Lucas, Cincinnati	81	577	284	1438	17.8
Bob Boozer, Chicago	80	538	360	1436	18.0
Eddie Miles, Detroit	81	582	261	1425	17.6

FIELD GOAL PERCENTAGE LEADERS (Minimum 220 or more)

	FG	FGA	Pct.
Wilt Chamberlain, Phil.	785	1150	.683
Walt Bellamy, New York	565	1084	.521
Bailey Howell, Boston	636	1242	.512
Oscar Robertson, Cincinnati	838	1699	.493
Willis Reed, New York	635	1298	.490
Chet Walker, Philadelphia	561	1150	.488
Bob Boozer, Chicago	538	1104	.487
Tom Hawkins, Los Angeles	275	572	.481
Happy Hairston, Cincinnati	461	962	.479
Dick Barnett, New York	454	949	.478

FREE THROW PERCENTAGE LEADERS (Minimum 220 or more)

	FT	FTA	PCT
Adrian Smith, Cincinnati	343	380	.903
Rick Barry, San Francisco	753	852	.884
Jerry West, Los Angeles	602	686	.878
Oscar Robertson, Cincinnati	736	843	.873
Sam Jones, Boston	318	371	.857
Larry Siegfried, Boston	294	347	.847
Wally Jones, Philadelphia	223	266	.838
John Havlicek, Boston	365	441	.828
Kevin Loughery, Baltimore	340	412	.825
Elgin Baylor, Los Angeles	440	541	.813

LEADERS IN REBOUNDS

	G	NO.	AVG.
Wilt Chamberlain, Phil.	81	1957	24.2
Bill Russell, Boston	81	1700	21.0
Jerry Lucas, Cincinnati	81	1547	19.1
Nate Thurmond, San Fran.	65	1382	21.3
Bill Bridges, St. Louis	79	1190	15.1
Willis Reed, New York	78	1136	14.6
Darrell Imhoff, Los Angeles	81	1080	13.3
Walt Bellamy, New York	79	1064	13.5
Leroy Ellis, Baltimore	81	970	12.0
Dave DeBusschere, Detroit	78	924	11.8

LEADERS IN ASSISTS

	G	NO.	AVG.
Guy Rodgers, Chicago	81	908	11.2
Oscar Robertson, Cincinnati	79	845	10.7
Wilt Chamberlain, Phil.	81	630	7.8
Bill Russell, Boston	81	472	5.8
Jerry West, Los Angeles	66	447	6.8
Len Wilkens, St. Louis	78	442	5.7
Howard Komives, New York	65	401	6.2
K. C. Jones, Boston	78	389	5.0
Richie Guerin, St. Louis	79	345	4.4
Paul Neumann, San Fran.	78	342	4.4

Would You Like to Take in \$140 after Supper?

This is exactly what L. Burnett did while still employed. Here are his own words:

"I worked at my Duraclean business part time until I saw that I could make as much in a week as my job paid for a whole month. One night, after supper, I took in \$140. Since going full time, I've had single jobs running \$300 and more."

Mr. Burnett and one helper serviced this \$140 "after-supper" job. The national price guide

provides a Duraclean dealer a gross profit of \$6 per hour on EACH serviceman plus \$9 per hour on any service he himself renders. Your income is limited only by the number of servicemen you employ.

To own a business is much easier than you think. We show you how . . . step by step. The 24 page fully illustrated booklet we'll mail you (with no obligation) explains how most of your gross profit becomes a *clear net profit* to you.



Start while Continuing Present Job We furnish all the equipment...and help finance you

If you've wanted to BE YOUR OWN BOSS . . . to become financially independent . . . have a fast growing income . . . and own a Nationally Advertised business, now YOU CAN.

You can stay at your present job while your customer list grows . . . then switch to full time, lining up jobs for your servicemen to do.

One small job a day brings a good starting income. As you add full or part-time servicemen, your income is limited only by your own effort.

Dealers operate from a shop, office, or their home. Equipment is portable...the electric Foam-

ovator converts to a convenient carrying case.

At the start, you may want to render service yourself . . . or you can start out with servicemen. This business is easy to learn . . . easy to start . . . so easy to service that women dealers often do it. We prefer you have no experience . . . not have to "unlearn" old methods.

We are NOW enlarging this worldwide system of individually-owned service businesses. If you are reliable, honest and willing to work to become financially independent, we invite you to mail the coupon.

It's Easier than You Think to Start Your Own Business

When you receive our illustrated booklet, you will see the way we show you step by step how to quickly get customers . . . how to steadily build more customers from their recommendations.

All six services are rendered "on location" in homes, offices, hotels, theaters, churches, clubs, motels and institutions.

These superior, safer and convenient methods spread Duraclean dealerships throughout North and South America, Africa, Portugal, England, Israel, Norway and many other countries.

National Magazine advertising explains the

superior merits of your services, builds your customer confidence and brings job leads to you.

We and a Duraclean dealer will train you and assist you. He'll reveal his successful, proven methods. We show you all you need to know.

You have pre-tested newspaper and yellow-page ads, commercials, and a full mailing program.

Furnishings stores, insurance adjustors, and decorators refer jobs to our dealers. These year 'round services are in constant demand.

TODAY is the time to reserve a Duraclean dealership . . . before someone takes your location.

Start Small, Grow Big...in this Booming Business

Many men have said to us, "I can't afford to give up my job till I know I have a sure thing . . . a sound business that will provide both security and a better living for my family."

That made sense to us so we worked out such a plan . . . and those same men are now enjoying Duraclean dealerships in many communities. You don't experiment. You use tested, proven methods.

You have our backing and "know how."

Does this appeal to you? Don't decide now. Mail the coupon so you'll have the facts to decide wisely. There is no obligation whatsoever. You will then know whether this is what you want.

You can start small and grow big just as we did. A third of a century ago Duraclean was an idea . . . but it caught fire and spread rapidly to a worldwide service. It spread because it was based upon (1) superior processes and (2) proven customer-getting methods.

Our first service, the care of carpets and upholstered furniture, exemplifies these superiorities. It not only cleans; it enlivens the fibers . . . revives dull colors. Pile rises with new life. Furnishings are used again in a few hours.

There's no machine scrubbing. No soaking. Duraclean cleans by absorption. Mild aerated foam lightly applied, lifts out dirt, grease and many unsightly spots like magic.

Government figures show service businesses growing faster than industries and stores . . . \$750 million yearly potential just in rug and furniture cleaning. You have 5 other services.

Space here will not permit describing your other services but they are fully explained in the free booklet we'll mail you. You have six opportunities for profit on every job.

A few hundred dollars establishes YOUR OWN BUSINESS. A day's profit more than takes care of the monthly payments we finance for you.

Men frequently take in partners.

We furnish electric equipment and enough materials to return your TOTAL investment. If you have good habits and know the importance of customer satisfaction, you can likely qualify for a Duraclean dealership.

It's been said, "Opportunity knocks but once at every man's door." This could be that one rare opportunity in your life.

It is surprisingly easy to learn this business. You can decide from the information we will send you whether to apply for a dealership. So, with no obligation whatever, mail the coupon TODAY.

Resale Service

If, because of illness, moving or for any reason a dealer wants to sell, we maintain a service to locate buyers and to help him sell.

Dealers resell at up to 10 times the dealer's cost. R.D.K., after 5 months, sold for \$2,000 above his cost. L.L., after 30 months, got \$7,116 more than he had paid. The value of your dealership and franchise grows monthly.

FREE BOOKLET tells how to start Your Own Business

With no obligation, we'll mail you a letter and 24 page booklet explaining this business . . . how and why your income grows . . . how we help finance you.

Then decide if this opportunity fulfills your dream of independence and a much bigger income.

Your location could be taken tomorrow . . . so mail coupon today.

Find Out with NO OBLIGATION



**Mail this coupon TODAY
It may put you in business**

Duraclean Co. 715N, Duraclean Bldg., Deerfield, Ill. 60015

With no obligation mail letter with 24 page illustrated booklet explaining how I can increase my income and family security with a Duraclean Dealership.

Name _____

Address _____

City _____ State _____ Zip _____

Your Services Are Commended by

McCall's Magazine, Parents, American Research & Testing Laboratories...and by leading Carpet Mills & Furniture Makers

What Dealers Say:

Gerald Weihrauch: "Insurance job brought me \$205.70 in single day. Another, \$300".

Leo Barnett: "I started spare time and took in \$140 in one night after supper. Now, full time, I can make as much in a week as I used to make in a month working for others".

Willis Tatro: "After two years of good profits we sold our business for five times the cost".

Arlin Rae: "I have work scheduled for three weeks in advance. I averaged \$122 a day for the last ten days".

Blanche Blood: "Duraclean brought me security and an education for my daughters. We've done as much as \$3,000 on a single job".

Loren Farris: "Did the carpeting in a furniture store in less than 3 days for \$400. Now get all their customer business".

Robert Wheeler: "The professional quality of Duraclean Service has earned the respect of carpet dealers and wholesalers. I've earned \$117.50 in an eight hour day".

Wilmer Suders, Jr.: "Building steadily. Last month grossed \$2,012. One job came to \$752".

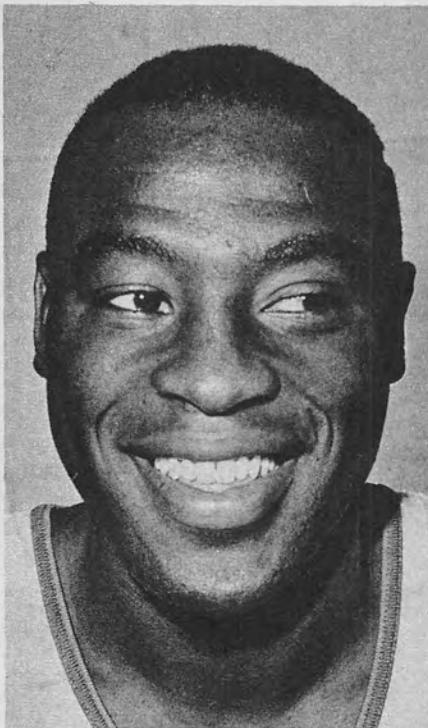
John Szymanski: "Making 50% more than on any job I ever had. I've earned as high as \$1,300 in a single week, as much as \$2,700 on one job".

Ernest Shulda: "I never knew a company as eager as Duraclean to help their franchisees succeed".

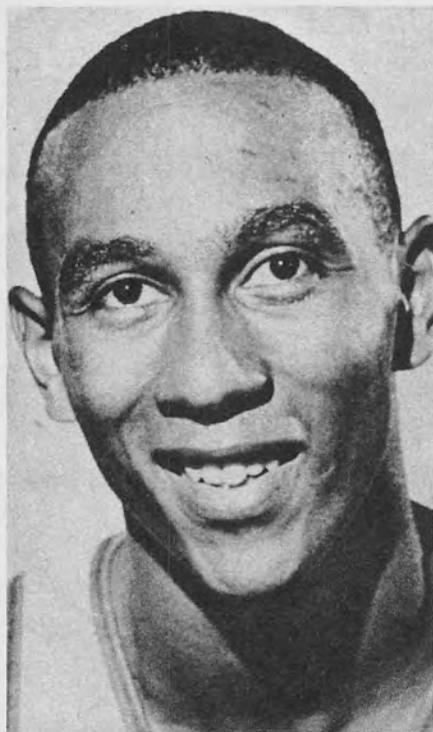
R. Geisman: "Using the direct mail program we sold 10% on actual jobs. We also get a lot of referrals from happy customers".

Jerry Baker: "I don't know of any other business in which a man can make as much per hour".

Walter Parsons: "It would take a man years to build up the fame he gets automatically with the Duraclean name. It's a household word".



Cazzie Russell



Dave Bing



Lou Hudson

will the sophomore jinx strike again?

by Murray Janoff

**The prize rookies from the class of '66-'67
will move into their sophomore year . . . How
will Clyde Lee, Lou Hudson, Cazzie Russell,
Dave Bing and Jerry Chambers do the sec-
ond time around?**

Play Authentic 'Big Time' Basketball

RIGHT IN YOUR
OWN HOME!

With The Only
"Complete"

BASKETBALL GAME

This is your opportunity to play the best basketball game made! Negamco Pro Basketball is the most realistic, the fastest playing, and the most fun to play of all basketball games.

It scientifically reproduces the real-life performances of all the NBA players. You will be amazed at the performances of the superstars, the stars, and the regulars on each team. Your results will match the real team's results. But, you will have all this realism, excitement, and fun right in your own home when you play this great game. It is an "original".

Negamco's 10th annual pro edition features 100 rated NBA players, ten for each of the 10 NBA teams (you can obtain Seattle & San Diego by purchasing a subscription to All Sports Digest, an independently owned table game newspaper).

WHY
PAY MORE?

When you can have
the best . . . and
most economical!

ONLY
\$4.79
POSTPAID

3 More
Great Games!

PRO FOOTBALL . . . Quarterback your favorite Pro team to a Championship! Over 22 different running and passing plays to choose from, along with Punts, Quick Kicks, Field Goals, and Kickoffs. Fumbles, injuries and penalties add to the realism! Choice of NFL, AFL or College teams.

PRO HOCKEY . . . Big League Hockey Stars perform in True-to-life style! Choose lineups, make substitutions, and test your Hockey strategy! Actual individual records of players from each of the six National Hockey League Teams are used as a basis for realistic action and results.

MAJOR LEAGUE BASEBALL . . . Manage your own Ball Club! Direct the play of your favorite Major League Players! You manage, coach, and play every situation--pick lineups, batting orders, pitchers, runners and decide when to steal or sacrifice. Latest All-Stars available see coupon.

HOW TO ORDER . . . Use Order Coupon at the right. Send ONLY Money Order or check. For INFORMATION on all games remit 10¢ in coin. For 12 monthly issues of the Independently owned All Sports Digest, send \$1.50.

Game Contents

- 1) 100 player cards,
- 10 NBA teams, or choice of College Units. (See Below)
- 2) Complete Rules & Instructions.
- 3) Scoresheets for 10 games and Sample statistical sheets.
- 4) Basketball court with spinner(1-100).
- 5) Colorful Game Box; comes packaged in corrugated folder for your in transit protection!



100 COLLEGE TEAMS

Here are great college teams and teams are based on the following:

You can purchase the following game (See Order Coupon):

UNIT #1-Eastern & Rank:
Southern Illinois(NIT) R
St. Peters of NJ(NIT) N
Memphis State(NIT) V
Providence(NIT) S
St. Joseph's of Pa. C

UNIT #2-Big Ten Conference:
Michigan State M
Minnesota I
Wisconsin II
Northwestern F
Indiana(NCAA) C

UNIT #3-AAU(Pacific) E
Oregon State C
Southern California C
Seattle(NCAA) S
Univ of Pacific(NCAA) U
Washington State V

UNIT #4-Missouri Valley
Wichita State C
North Texas State L
Dayton(NCAA) S
Toledo(NCAA) D
Tulsa(NIT) B

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Sold Only By Mail-Direct To You

From the beginning, the game of basketball has had one basic aim: Put the ball in the hoop.

So every year the pros, who do this better than anybody else, (attested to by astronomical scores recorded night after night) comb the country and seek the talents of the best college performers.

It was only a year ago, that the college basketball world burst with pride over the exploits of its heroes, the young seniors, Class of '66, who were headed by Cazzie Russell and Dave Bing, and perhaps with just a little more reserve over the deeds of Clyde Lee and Lou Hudson, Jack Marin and Walt Wesley, Jerry Chambers, Jim Barnett, Dave Schellhase and Matt Guokas.

There were others, of course, a slew of them, but those mentioned became the first round draft choices and set upon the challenge of pro life. Each had his unique experience as a rookie; some succeeded more than others. While considering the fates in store for them as sophomore professionals this winter, it is fundamental to consider how each can improve. None exploded on the scene in superstar fashion. But few have in their rookie years.

Transition from the protective aura of the campus field house to the pro ranks where survival of the fittest is the rule of thumb. Where the competition is stiffer and there is an initiation into mankind's worst type of travel schedule, has always taken its toll.

You can count on one hand the men who actually went from college to professional life in explosive fashion, remained there in the very trying sophomore year and continued to rule the roost every season. Naturally, Wilt Chamberlain and Bill Russell had their unique physical attributes; Oscar Robertson swept on the scene with talents some say make him the most complete basketball player on our planet.

Others could be named, but the thought must be supported, instead, by mentioning those who took time to make it big in the pros: Bob Cousy, Sam Jones, Dolph Schayes, Bill Sharman. The list could provide a Hall of Fame for the sport.

So, on the brink of another season, what is in store for the rookies of last winter? Will Dave Bing, who earned the vote of the league players as Rookie of the Year, live up to expectations as Detroit seeks a comeback? Can Cazzie Russell, who needed a full season to find himself, finally live up to his fabulous reputation, and against stiffer competition in New York?

Will Hudson and Lee by playing in the National Basketball Association, or the new American Basketball Association? Hudson, who won the writers' accolades as NBA Rookie of the Year, defected from the St. Louis Hawks and reportedly signed a contract with Minnesota of the ABA. He then reportedly turned around and signed a contract with the Hawks. Two contracts?

Lee, playing second fiddle all year to Nat Thurmond in San Francisco, reportedly was hit by litigation as the Warriors began legal fights to get him back.

It is likely that all litigation will be decided by the time the season begins. At this writing, however, it appears that both Hudson and Lee are among the various pawns in this battle of the leagues to determine whether the NBA's "reserve clause" can be upheld.

So, leaving the legalities for the courts and the lawyers, Hudson and Lee become involved in this story on the basis that each has his independent problem when he returns to the basketball scene.

As for Marin, his is a happy situation with Baltimore where he drew some of the few smiles to the faces of people who saw the Bullets flounder after an early season disaster when holdouts and injuries sent the club into a tailspin.

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All five were outstanding college players, Russell at Michigan, Bing at Syracuse, Lee at Vanderbilt, Hudson at Minnesota and Marin at Duke. All five were promising pros in their first year.

Actually, Cazzie Russell came on the pro scene an odds-on favorite to cop the rookie honors, but he finished third in the voting to Bing and Hudson.

Russell came on strong at the end of the season, as did Marin in Baltimore. Cazzie was a smarter pro and rid of the unfair glitter some had provided him by claiming he would be the one to lift the long-time cellar dwelling Knicks to the heavens.

Clyde Lee came off the bench when Thurmond was hurt in San Francisco and he proved he could be a whale of a player if he could be used steadily.

Russell, Bing, Hudson, Lee, and Marin face problems of different character as they step into their

sophomore years and it will be interesting to see where they are when the snows melt.

It is unusual to find that both Bing and Russell face similar problems. Each was drafted for an ability to play the backcourt and to lead. Bing fit into the Detroit picture immediately. He emerged from his first season as the Pistons' leading scorer and playmaker.

Bing's 1601 points made him 10th in the NBA scoring parade last season. Rick Barry, Oscar Robertson, Chamberlain, West, Baylor, Greer, Havlicek, Willis Reed and Howell were ahead of him, but he was the No. 1 scoring rookie. And he also had 330 assists, most on the team.

But Dave Bing did what was expected of him and the question concerning this fine Piston from Washington D.C. is whether he can do better things in

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NAME

STREET

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face of a complex backcourt situation in the Motor City.

The Pistons drafted and signed. . .before the actual draft. . .Jimmy Walker of Providence who comes into the league with all the superb adjectives that Cazzie Russell brought with him last year and all the No. 1 draftees in history had in their brochures.

Walker, prize of this year's college crop, was signed for a hefty multi-year figure some have estimated at \$350,000 for four years. The Pistons, who had won the No. 1 draft pick on a coin toss with Baltimore, announced they signed him May 2. The draft was officially held on May 3.

"We had the first choice and we knew we would pick him," said Fred Zollner, the Detroit owner. "But he was picked first by the other league too (Indianapolis) and we wanted to be sure we weren't going to waste a draft pick. By signing him, we knew we had him."

Thus, Dave Bing faces the idea that he must contend with pro basketball's first year of league-vs-league battling and Walker's contract has got to be very solid.

And, Bing knows of four strong challengers for the backcourt in Detroit where he was king as a rookie. The others are Tom Van Arsdale and Eddie Miles, the returning veterans; and Walker, the league's prize rookie, and then there's Terry Dischinger. Everybody remembers Terry Dischinger. He was one of the league's best, a nice, tall backcourtman who used to team with Dave DeBusschere to give Detroit a rugged one-two punch. Terry, it has been said by proud Pistons, will be back in time for the season. He spent the last couple of years in service.

Things have gotten a little tougher for Dave Bing. A quick scanning of the rookie list under the heading "Jimmy Walker," gives Bing reason for thought. Walker, a 6-3, 200-pounder who led the nation's major colleges with a 30.4 scoring average has been compared to Oscar Robertson by some optimists. Paul Long of Wake Forest, Vaughn Harper of Syracuse and Bobby Lloyd of Rutgers fame are on the list.

But they, and this includes Walker, face the biggest problem Bing said he had to contend with in his rookie year. "The toughest adjustment I had to make from college to NBA ball was improving my defense," Bing said. "In college the boys are offense oriented and slack off on defense. You just can't do that in the NBA. You have to play an honest man-to-man defense and forget the various zone combinations your coach employed in college."

So be it with Dave Bing. Let's glance at Cazzie Russell who spent the summer on active duty with his army reserve unit. He must come back to a New York backcourt where people like Bill Bradley and Walt Frazier have given the Knicks a seven-man gang where only two starting positions are available.

Cazzie had trouble cracking the starting array backcourt last year where Dick Barnett and Butch

Komives and Emmette Bryant had the edge of experience on him. Fred Crawford came along when Barnett suffered an Achilles heel injury and required surgery. Cazzie was used up front at times. Now Barnett is reported well on the way back for this season, Bryant has recovered from a post-season knee operation, and Komives with his speed and long outside shot, and Crawford with defensive abilities, are still there.

Bradley will rival Walker for publicity and probably go into action as the summer book favorite for all rookie honors. He has brought tremendous credentials and a strong no-cut contract to the Knicks' camp. And don't forget that Frasier is aboard too after leading Southern Illinois to the NIT championship. To say the least, Detroit and New York are loaded in the backcourt.

While Bing faces a sophomore year of trial after living up to expectations as a rookie, Cazzie has yet to live up to everything expected of him. And he must go against tougher competition. But he can point to last season and show where he played only 1,696 minutes, managed 867 points and 187 assists, plus 251 rebounds. Compare this to Bing's 1601 points and 330 assists in 2,762 minutes. Bing played almost 18 hours more basketball than Cazzie.

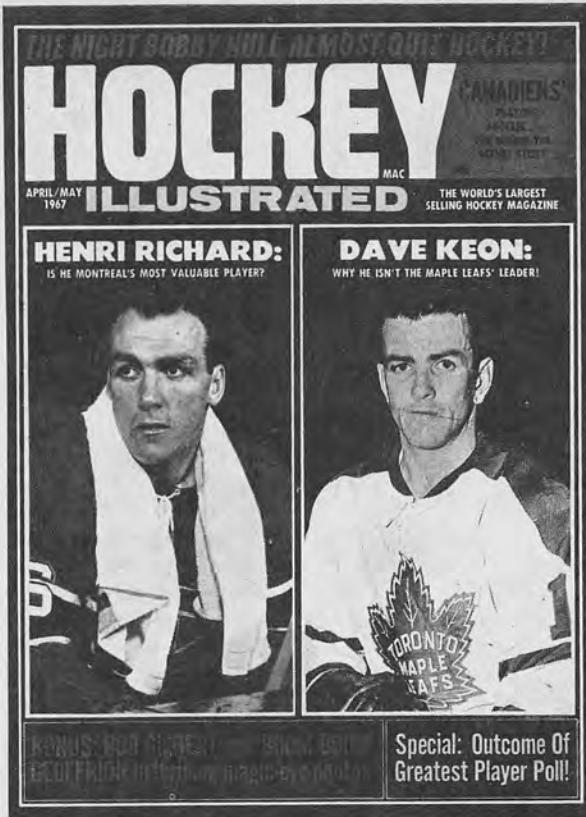
Even Hudson, who led the Hawks with 1,471 points, played 2,446 minutes. Marin and Lee played less. But they don't face the challenges which Bing and Russell must. It is likely that with all the backcourt competition in New York, unless trades are made to lessen the impact, Russell will be moved up front. Wherever coach Dick McGuire plays him, he'll have that big year of experience he needs to get adjusted in the pros.

Wherever Hudson or Lee play this year, theirs are problems of a lesser degree. In the ABA they would be kings. In the NBA, Hudson would continue to improve and like coach Richie Guerin said one night last winter, "Lou is an offense minded player and that's what you have to be to become a superstar. Few good shooters learn much about defense in college because their coach doesn't want to risk the foul. But players with all-around abilities are made to realize how everybody must play defense in the pros, and they learn."

So Hudson, with the year of learning under his belt, should be a better-all around performer, and Marin too. In Baltimore, Marin does have a slight problem. The Bullets signed 6-3 Earl Monroe of Winston-Salem the day of the draft.

Marin, a 6-7 fluid moving cornerman, has no fear of Monroe, a back court ace who led the country's scorers with 41.5 points and a .607 marksmanship. But while Monroe was chosen in the first round, and 6-4 Jim Jones of Grambling picked second for the backcourt, the next half-dozen chosen were big cornermen.

This, then, is a partial list of problems facing the sophs trying to make their own teams again and establishing themselves in a rugged existence. They should all make it. The question is how well.



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Philadelphia 76ers

Top Scorer: Wilt Chamberlain, 1956
 Top Rebounder: Chamberlain, 1957
 Playmaker: Chamberlain, 630
 1966-67 Finish
 1st Won 68 Lost 13

LAST YEAR'S STRENGTH

Alex Hannum! The tall man who came out of the west was behind the record-shattering Philadelphia success story. In his first year coaching the 76ers, he took a squad of extremely talented athletes and gave them the cohesion and drive needed for the most sensational season an NBA team ever had enjoyed. Hannum inspired confidence, instilled added zest for the world championship goal and borrowed a page from former Boston coach Red Auerbach's book. He got his team in such fine pre-season shape it got a tremendous jump on the field over clubs playing their way into condition. Just past midseason the 76ers had blazed a 42-4 record. The Celtics had been able to play them even but no one else could. By the end of the campaign the 76ers had the most victories (68) and highest winning percentage (.840) ever. Wilt Chamberlain hauled down his second straight most valuable player crown while yielding the individual scoring title for the first time in his eight NBA years. But it was all insignificant to the giant center compared to the fact he finally had spearheaded the capture of that elusive world championship. Wilt wound up pacing the league in rebounds and field goal percentage (.683) while standing third in scoring and assists. Under Hannum's watchful eye, Chet Walker and Luke Jackson turned in their best performances as pros, anchoring the best cornerman contingent in the game. In his sophomore season, Billy Cunningham blossomed brilliantly, forcing Celtic John Havlicek to give up exclusive rights to the label "best sixth man." Again, Hal Greer furnished most of the backcourt firepower but this time he was a more

eager player and displayed added defensive skills. Hannum completed the overhaul job on Wally Jones who had been rescued from Baltimore a year earlier, pitching him to a peak playoff effort. Rookies Matt Guokas and Billy Melchionni progressed smartly. A couple of old hands, Larry Costello and Dave Gambee, provided spark, judgement and a leveling influence. The sum total was an awesome team effort which erased Boston, the longtime tormentor, in five games and San Francisco in six in the playoffs.

LAST YEAR'S WEAKNESS

The results proved Philadelphia did most everything right. If there was a chink in the armor it was in an apparent lack of depth. In the playoffs Costello



Chet Walker (with ball) added speed up front.

was quickly lost to the team due to injury and Gambee was reduced to a token contribution for the same reason. Melchionni was called up for six-months' army duty. The Celtics were sure, heading into the Eastern Division finals, they had the upper hand on the bench. But Cunningham and Guokas were great back of the starting five. And Philly was so determined, so strong and so durable "the sensational seven" was all

it needed to get the job done. Costello, lured out of retirement for the season, appeared in only 49 regular season games because of earlier ills. But of the top six players only one—Geer—missed a single contest. Philly had enjoyed similar good health in 1965-66. Chamberlain retained one trademark flaw. He still was just plain awful at the free throw line (386 of 875 for .441), bringing the squad total down to the level of poorest in the league with an overall percentage of .680.

1967-68 FORECAST

Will Wilt show the way again?

It is inconceivable that he will not.

Although four different members of the infant American Basketball Association approached Chamberlain during the summer, he will answer the opening NBA tapoff in a 76ers uniform. Sure, he listened to ABA offers. Money is important to Wilt as it is to most working men.

But Chamberlain also needs to respect the man he plays for and he needs a challenge. Despite their disagreements, Wilt hasn't had a pro coach he respects as much as Hannum.

The challenge? For Wilt as for the rest of the team it's to prove 1966-67 was no fluke. Once on top there is that special drive to remain there. If he had gone ABA, Chamberlain couldn't have proven a thing if he had scored 100 points a game. Against whom?

In addition, Wilt is a shrewd businessman with many interests. Not the least of them is to worry the team for which he has been playing by threatening to quit for something else—boxing, pro football, another league, a sedate retirement.

The end result is always a bigger contract like the one he will be fulfilling for Philadelphia this season.

With these facts in mind, a 1967-68 NBA appraisal has to be in agreement with San Francisco coach Bill Sharman:

"You have to look to the 76ers for the next few years. They will be tough to beat."

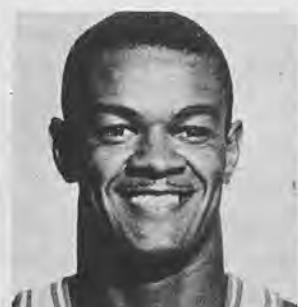
Hannum called his 1966-67 gang "the greatest team in the history of professional basketball. They established a won-lost record, they beat the Celtics in the Eastern playoff, and played inspired ball to beat the Warriors, winning two games on the road."

Nine of the top 10 players are back, still mindful of how nice it was to slice up the all-time high NBA championship share of \$87,500 back in the spring. Hannum returns, too, of course. It is important to remember that the only two seasons in the past 11 when Boston did not take the top prize, it went to a Hannum-coached club (the other was St. Louis in 1958).

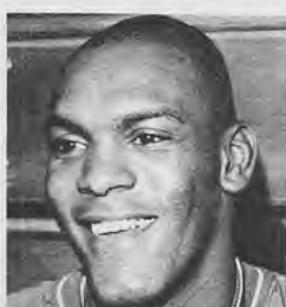
The 76ers weren't hit hard by the ex-



Wally Jones



Hal Greer



Lucius Jackson

pansion draft. Gambee was the only significant loss. Bob Weiss, a reserve guard called up in desperation when injuries hit, and big Nate Bowman were spirited away without even a twinge.

At the opposite end of the scales, Philadelphia didn't set the world afire with its last-choice draft picks. Perhaps the first round selection, 6-11 Craig Raymond from Brigham Young, has a chance.

But this team is too well set anyway.

Even Costello is staying for another season. He likes the feeling of winning. And he has been a major factor, under Hannum's watchful eye, helping bring along youngsters Guokas and Melchionni with the vast experience and know-how at his command.

Hannum has achieved two things with the 76ers—a balanced offense, a better defense with pride in its accomplishments along this line.

Alex and Wilt had "had it out" once back in 1963 with San Francisco and since then achieved an understanding. Chamberlain may not have agreed with Hannum's every move since that time but he's gone along. As a result he became a much more valuable team man.

Hannum stressed hitting the open man and going with the hot hand at a given stage of a game.

Defensively, the man hired specifically to replace Dolph Schayes and win the title built his club steadily toward a high standard of defensive consistency.

The payoff came when the 76ers beat the Celtics at their own game in the play offs. Taking Chamberlain's lead, Philadelphia put together a driving fast break and that Big D for Defense.

En route to defeat, Boston's K.C. Jones stopped long enough to observe: "Philadelphia is playing the same game we've played for nine years."

The emulation of the old Boston success formula included the relentless pursuit. When the Celts put on a patented blitz, the 76ers refused to get discouraged and buckle as they had a year earlier. Against San Francisco, Philly blew a sizeable lead in regulation but stormed back to tie and win in overtime.

Hannum had instilled poise, pride and a belief in their ability in his team. Wilt did everything right, short of the free throw line.

Chamberlain finished with a field goal percentage of .683, passing his own previous mark of .540. His other achievements included most consecutive games with no disqualifications on personal fouls, 624; most assists by a center; most consecutive field goals made, 35-35 (over four games); all-time NBA scoring total (22,442).

It is harder to build up to these peak efforts than it is to break them down. A Philadelphia team that believes in itself

is going to be tremendously hard to unseat.

Guokas and Melchionni figure to get better with time. They have great talent potential and a fine local following. Guokas made some big plays in the Boston and San Francisco showdowns.

Greer discovered he can not only score at a strong pace but give fits to the man he guards—like he did to the Celtics' Sam Jones.

Walker and Jackson are just discovering how well they can really play. Chet is a marvel of all-around play and proved against the Warriors' Rick Barry he can slow an opponents' scoring output by

tiring him out defensively. Jackson is so big and strong he's almost like a second center on defense. A rival can cope with him or Wilt but not both.

But then everyone has come to respect as unrivaled the 76ers' front court.

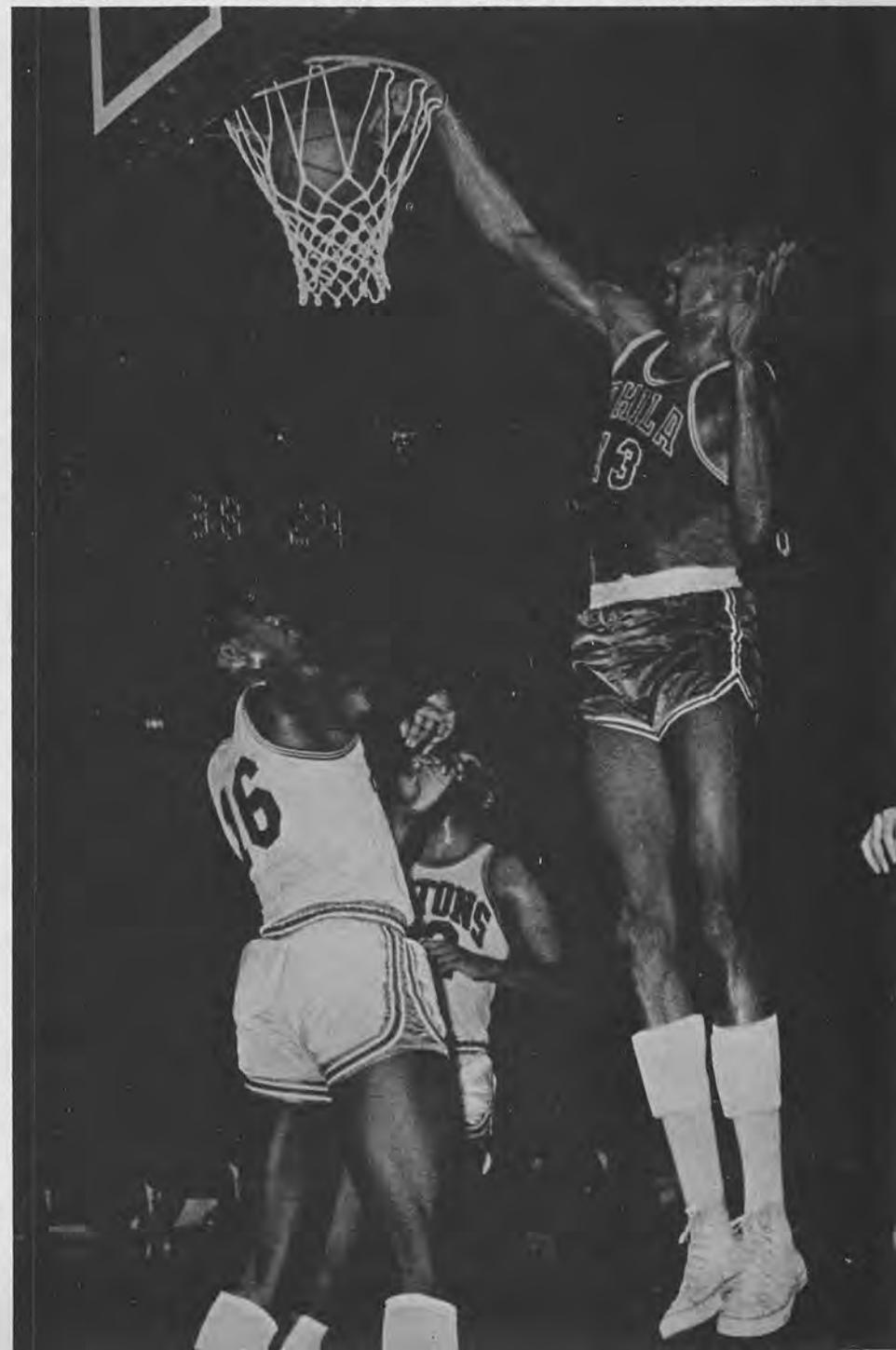
What really puts Philadelphia ahead of the class is the backcourt help now available to Greer. Wally Wonder(Jones) has improved so much he was a key factor in the playoffs.

Now watch Guokas, the lad Philadelphia lured out of the college ranks with a year's eligibility remaining to get started on what promises to be a great pro career. Watch him go!

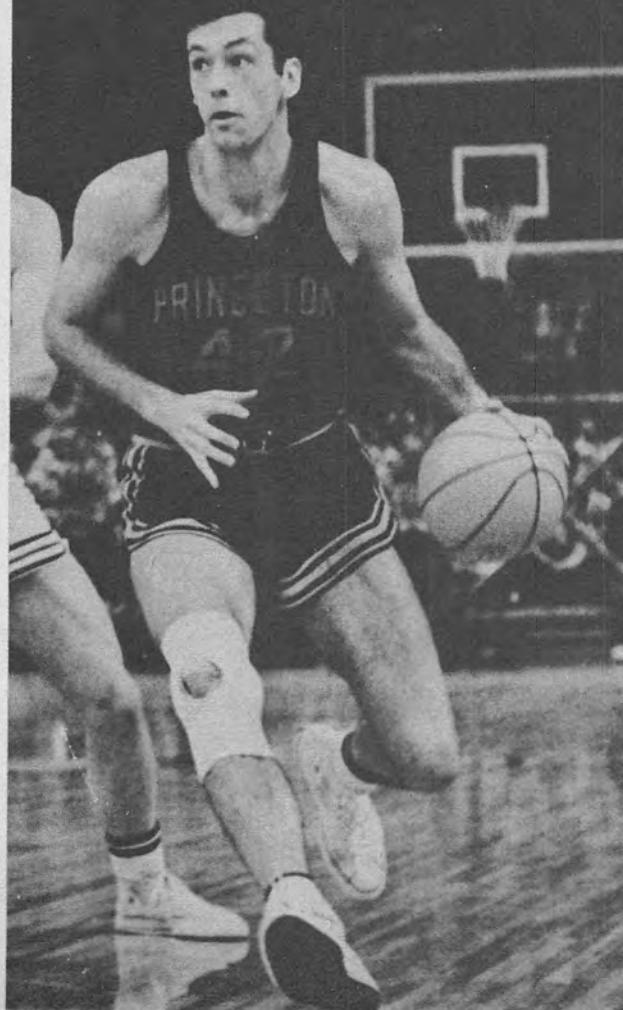
Probable Finish: 1

(Continued on page 26)

The incomparable Wilt forfeited scoring crown, but gained MVP laurels and a championship.



An academic whiz and a college basketball superstar, the Princeton Tiger who hit the Rhodes for more learning could have a rough time making it in the NBA . . . and he's the first to admit it. "It's a test now. The culmination of 12 years of basketball training."



THE PRESSURE FACING BILL BRADLEY

by Murray Janoff

The jury sat quietly, ringing the basketball court in Madison Square Garden on a warm June evening. Bill Bradley trotted out as a professional player for the very first time and began to work with the New York Knicks who are his new teammates. It was only the beginning.

The 18,000 empty seats appeared to be pure mockery even for a practice session with Bill Bradley. The jury, consisting of many sportswriters and sportscasters appeared ready to jump on any flaw Bradley might reveal. A critic's privilege?

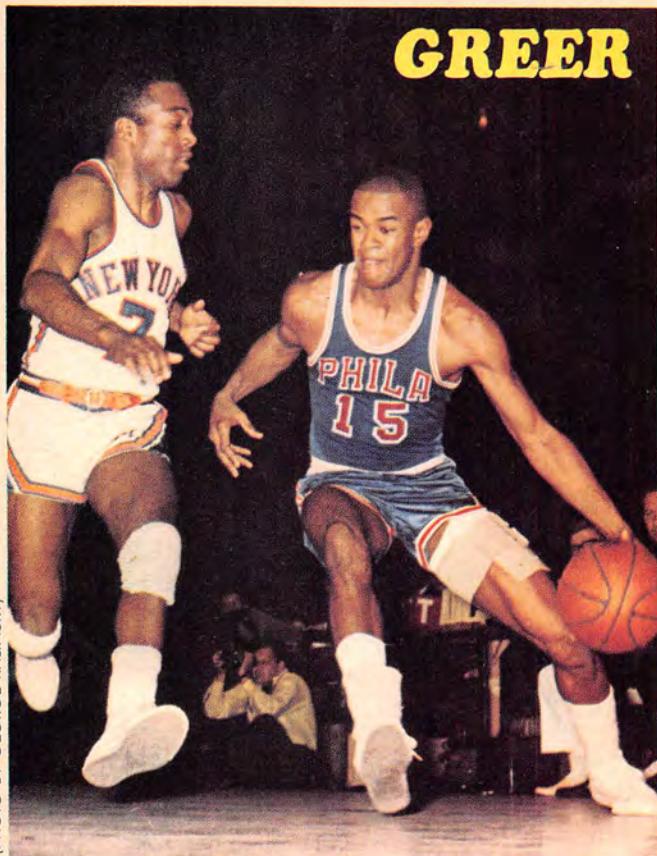
It has been this way; and, undoubtedly, it will continue in this pattern as Bradley makes his debut in the pros this season trying to live up to the most fabulous reputation any young man has achieved in basketball in many years. Quite likely, Bill Bradley will have to prove it every night.

For the most part, it has been his ability on court that built the house in which he must live and he must keep it from falling down around his hand-

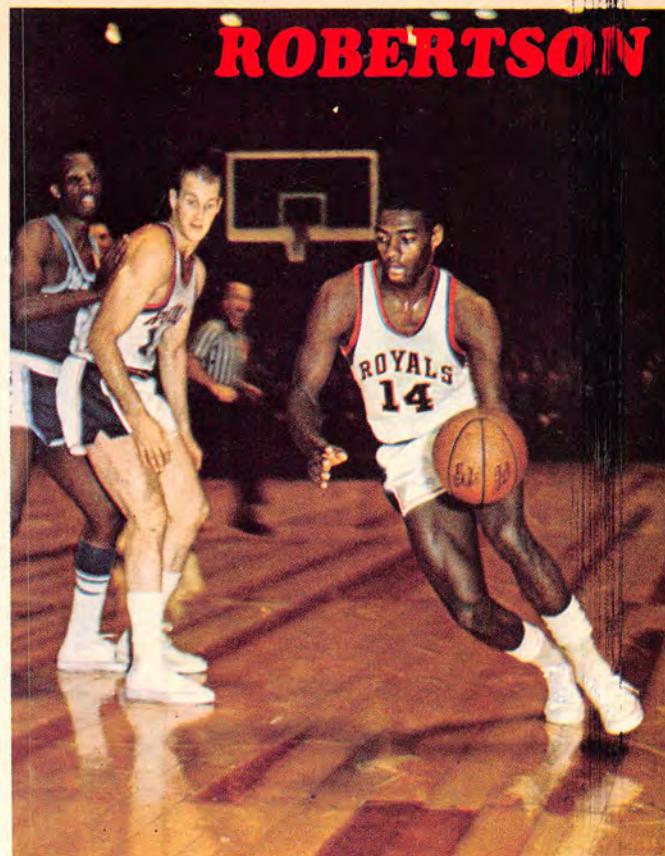


(PHOTO BY GEORGE KALINSKY)

GREER



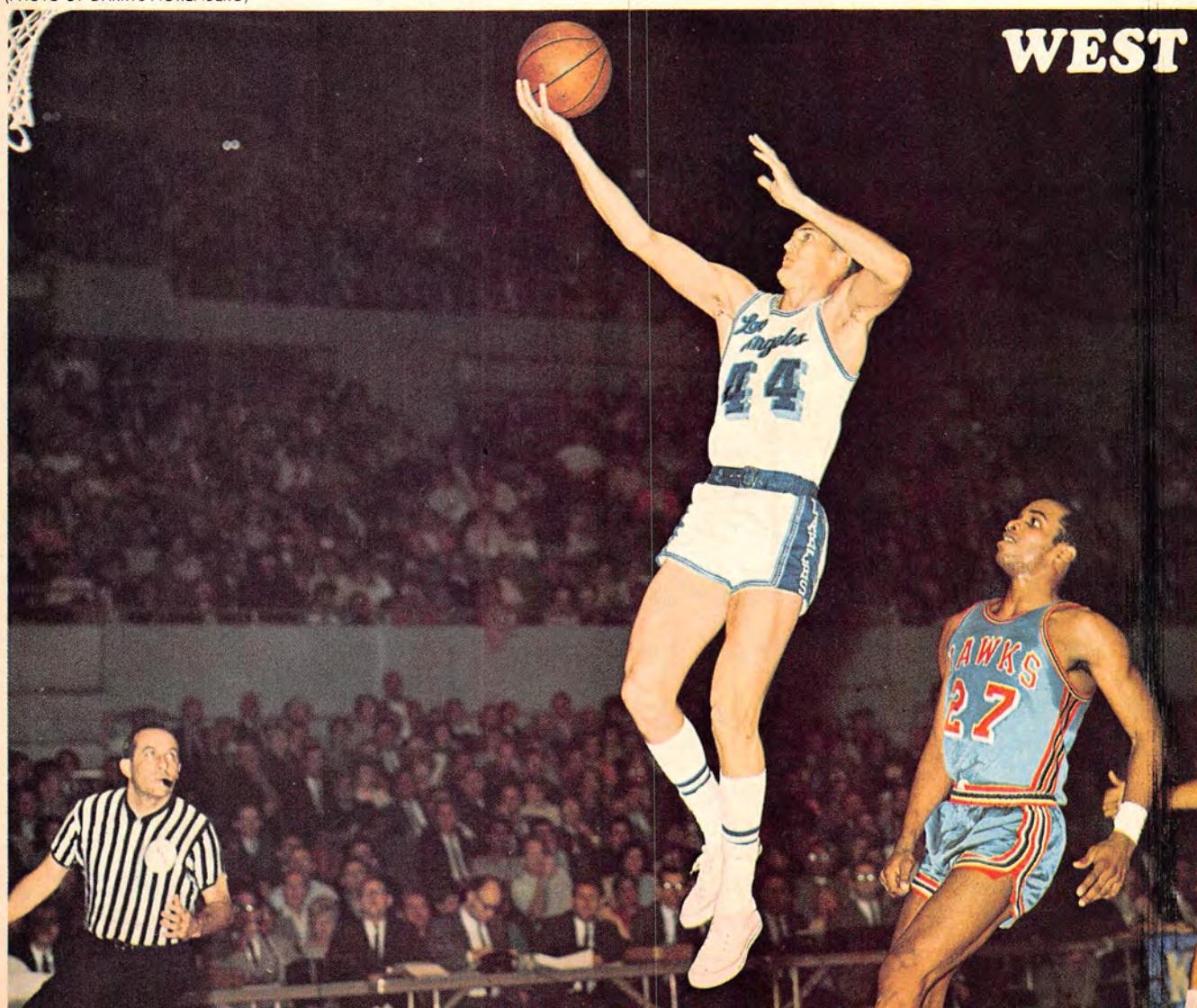
ROBERTSON



(PHOTO BY GEORGE KALINSKY)

(PHOTO BY DARRYL NORENBERG)

WEST



They've given backcourt men a new stature to a game previously dominated by the front line. The trio averaged 27.1 points per game last season and passed off at least that many points to teammates. They have created a new market in pro basketball for the zippy, hot handed back court star.

by Sam Goldaper

BIG 3

Dr. James A. Naismith's reason for designing the game of basketball was to fill the need for a vigorous indoor sport for his physical education classes at Springfield (Mass.) College. Little did he realize that the likes of a Jerry West, Oscar Robertson or Hal Greer would come along some 60 years later and add the proper appreciation to the position he called, "guards" and which we know today as the backcourt.

Yet, pro basketball's big three backcourtmen are so different in their style of play and value to their teams, it reminds one that Mark Twain once observed; "In Boston they ask, How much does he know? In New York, How much is he worth, and in Philadelphia, Who are his parents?"

Greer, the senior citizen of the All-Star backcourt trio, is also the least known—the unsung hero. But, if there was an award to a player most respected by basketball insiders, while receiving the minimum in public appreciation, Greer would win it easily.

Greer probably received more publicity in December of 1955 than he did since turning pro with the Syracuse Nationals in 1958-59.

Amid the furor over segregation in the Sugar Bowl, little Marshall College of the Mid-America Conference, unobtrusively departed from tradition and used a Negro player for the first time in its basketball history.

That player was Harold Greer, the local favorite of the Huntington, West Virginia, folks since he started playing basketball for Douglass High, a Negro school.

In his first varsity game for Marshall Greer scored 20 points and he has been a helping hand to basketball teams ever since.

IN THE BACK COURT

Hal is a 6-3 backcourtman whose overall speed, driving and shooting ability demands universal admiration. At 31, with nine pro basketball seasons behind him, Greer has averaged almost 20 points per game. Every team he has played for has made the NBA playoffs and he is a seven-time All-Star.

That's quite a record—yet Greer is unquestionably the least recognizable "name" in comparison with Oscar Robertson, Jerry West or other NBA super stars. Some of that can be attributed to the fact that Greer didn't enjoy the collegiate reputations of a West or a Robertson. But more important probably was that he developed gradually with the Syracuse Nationals, a team whose style of play stressed the ultimate in cohesion, which often makes it difficult for star building.

For the 1963-64 NBA season, the Syracuse Nationals moved to Philadelphia and in a short while steady and reliable Hal, the "unsung All-Star" at Syracuse became the "spirit of the 76ers."

In his first playing season in Philadelphia, Greer led the team in scoring, with 23.3 points a game, finishing seventh in the league. All those who outscored him were taller.

Shooting, primarily jump shots, he made 44 per cent of his field goal attempts and was 82.9 per cent from the foul line, third in the NBA behind Robertson and West. He also led the 76ers in assists (4.7 a game) and led the backcourtmen in rebounds (six a game). The only one to better that was Robertson, two inches taller.

For the latter part of the 1964-65 season and from then on Wilt Chamberlain and Greer became teammates and there was born the greatest "Mutt and Jeff" scoring combination in pro basketball.

No longer did Greer have to scoot by Chamberlain to get to the basket. Wilt was now screening and passing off to his "Jeff" who has made good in a world of basketball giants.

Last season, Alex Hannum took over as the Philadelphia 76er coach and Chamberlain was to lose his first individual scoring title since he came into the league in 1959-60. The Hannum strategy was for Wilt to feed his teammates more. Wilt ended with a 24.1 scoring average and Greer with a 22.14.

Most important, Philadelphia broke the Boston Celtics' stranglehold on the NBA title and Greer was generally regarded as the man who put the "go" in the 76ers.

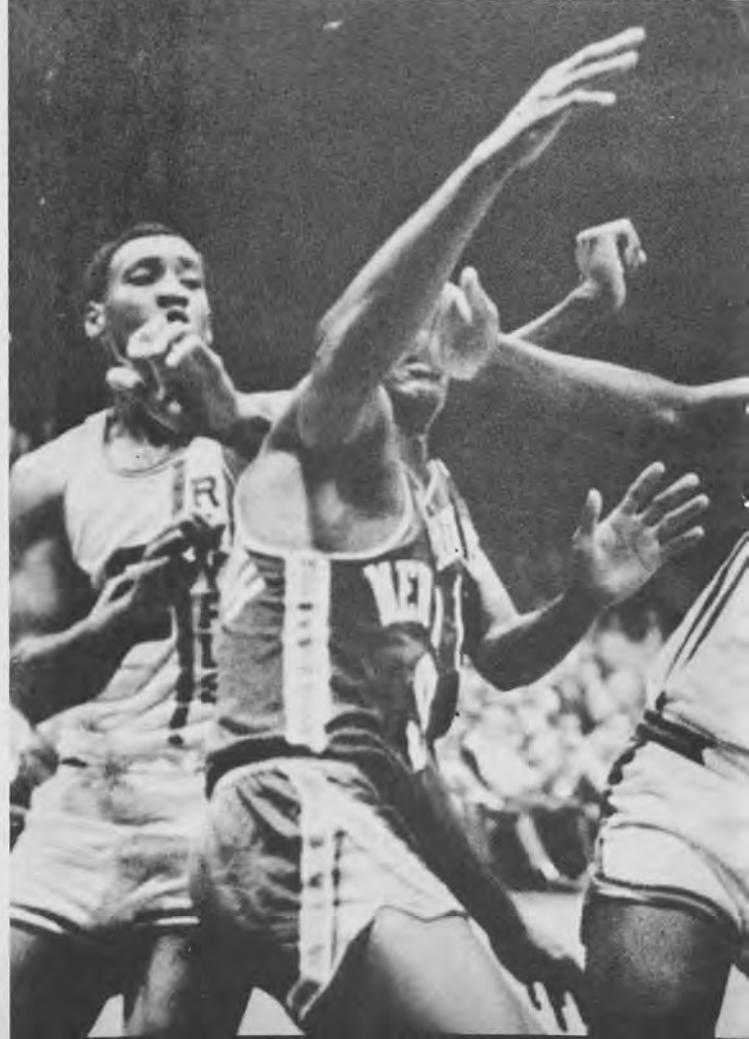
Harold Everette Greer, lean and long-legged, epitomizes the run-and-shoot school of basketball. No one in basketball is more deadly than Greer at sprinting down the middle of the court on the fast break, stopping beyond the keyhole and scoring on a jumper.

"Next to a Wilt stuff shot," said Dolph Schayes, who coached the 76ers before giving way to Hannum last season, "Greer's shot may be the surest two points in basketball."

"Hal has the finest middle distance shot in the game. From 15-to-18 feet, he is more deadly than Robertson."



Robertson has been classified as "The Perfect Player." He can drive on the big men (above), and is often double-teamed (below).





At 178 pounds, Greer frequently gives away 40 pounds to his NBA adversaries assigned to close down the middle for him. The key to Greer's success is speed and maneuverability.

"I must be quick," Greer has often remarked. The day I slow down, I'm finished."

In Jerry West we have a backcourt man who does three things all basketball players strive to do at all times—shoot, move and concentrate. In West's case, the difference is one of degree. He does them all at an unbelievable peak of efficiency.

Fred Schaus, who has coached West for 10 years, including three at West Virginia University, once said it better than anyone else. "If you sat down to build a 6-foot-3-inch basketball player, you would come up with a Jerry West. He has everything. Long arms, a fine shooting touch, speed, quickness, all the physical assets, including a tremendous dedication to the game."

West's most important single asset is his shooting ability. His shots have both accuracy and range. Because he can find "good shots" at distances up to 30 feet, he always manages to free himself for a shot.

His marksmanship is truly remarkable. Since coming into the NBA for the 1960-61 season, West has averaged .464 with field goal attempts. Ordinarily, taking into consideration the number of jump shots, sets and drives, it is considered fine for a backcourt man, operating at normal range, to make one-third of his shots.

Last season, troubled with injuries at the start of the season, West maintained his .464 field goal accuracy (he was as high as .497 in 1964-65) with 645 field goals in 1,389 attempts. He poured in 1,892 points for a 28.7 average, fourth best in the NBA.

Only five players in the history of the NBA have scored 70 or more points, and West, 6-3, is among them. The other four are Chamberlain, George Mikan, Joe Fulks and Elgin Baylor, and their average height is 6-8.

Jerry joined the 60-plus club on Jan. 17, 1962 when he hit 63 points, on 22 field goals and 19 foul shots, against the New York Knickerbockers in Los Angeles.

West, too, is an outstanding foul shooter. With his soft touch and guided-missile accuracy he turned in an .878 percentage last season (602 for 686), his highest score in his seven pro years.

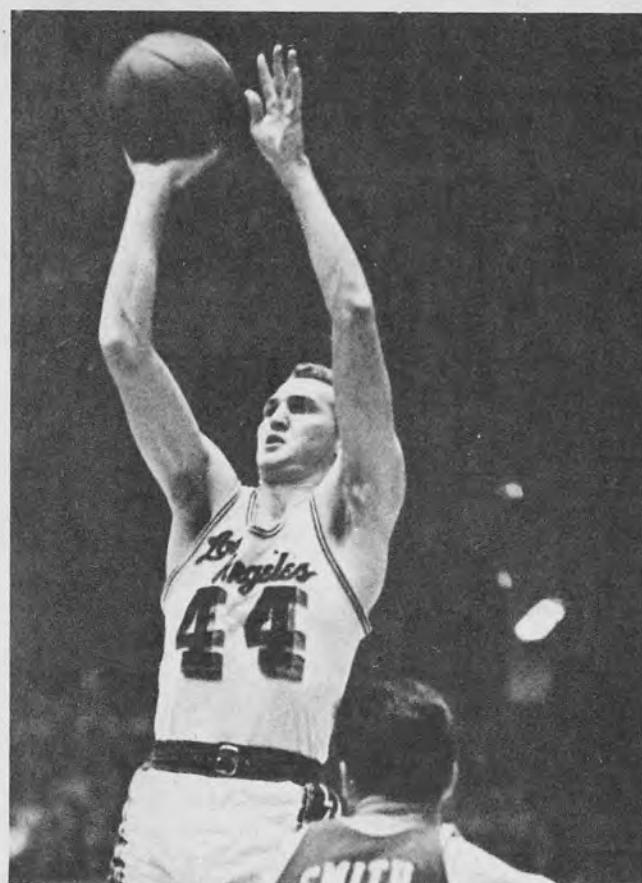
West's second greatest asset is his quickness of movement, which is not to be confused with running speed. Actually, it's his quickness of hand and the first step of his beginning movement.

West, in his battle for perfection, has become so good at these and the timing of his jump shot, that it has become nearly impossible to cover him man-to-man.

"Jerry is the quickest jump shooter of all time," said Lou Mohns, the Los Angeles Lakers' general manager. "He recoils like a cobra when you least expect it and his long arms and quickness make it easy for him to steal the ball."



Greer's driving and passing ability overshadow his scoring touch.



West is one of the great clutch shooters in the N.B.A.

The only hope the opposition has is for West to have an off-night.



"He drives defenders crazy," added Schaus. "If they play him close, he drives past them. If they give him the freedom beyond 25 feet, Jerry will hurt them from back there too. About the only hope the opposition has is for him to have an off night and he doesn't have many of those."

"You never really stop West," said Red Auerbach, the Boston Celtics' general manager. "You try in a number of ways—play him close, loose, keep him away from the ball and even then, he'll get his 25 or 30 points."

West hits a peak in clutch situations. His last minute heroics are legend, built as much on his ability to steal passes or deflect dribbles as on the baskets or free throws that follow.

There are bigger, stronger, faster and better all-around players than West, but none is tougher in the clutch," explained Schaus, "is that nothing bothers him. He remains cool because he's concentrating to the utmost."

What about Oscar Robertson, who has been called the best basketball player in the civilized world?

West and Robertson were contemporaries in college; fellow All-Americans; fellow Olympians in 1960. Oscar led a talented Cincinnati team to the national championship and Jerry, at West Virginia, had far less help but his individual talent was just as eye-catching.

The arguments used to rage among college fans. Which was better? Which would be a better pro?

Someone once wrote, "the worst thing one can say about Jerry West is that he's not quite as good as Oscar Robertson."

Actually, they both have their legion of followers.

"From a coach's view," says Hannum, who saw more of West while coaching the San Francisco Warriors before moving to Philadelphia, "Robertson does the right thing more often, but in some phases, I believe West is superior to Oscar. He creates many more problems for the defense and he is more exciting because of the increased range of his shot."

It was while Eddie Donovan was coaching the Knicks that he made this analysis of Robertson.

Eddie was sitting around the Madison Square Garden dressing room watching films of some Knick games.

"He kills us," Donovan said.

The current Knick general manager was referring to Robertson, the man who has everything.

"You look at the films and you see that Oscar has done this and this and this. Then you run 'em again 20 minutes later and you find 10 things you didn't see the first time. If you ran them a third time you'd find something else."

"I break it down this way," added Donovan. "Points? Scoring? Well, you have to give that to Elgin Baylor on strength alone. But Elgin needs a Jerry West to start the thing. Oscar doesn't need anyone."

"He controls the game and everything in it. He has made a couple of players on his team six to eight points better per game and he gets his points at the same time. He gets his assists, too. He gets more things done than anyone else."

"This may sound incredible," emphasized Donovan, "but I am convinced Oscar Robertson can make any shot anytime he wants it. He is simply more basketball player than anyone else around and he can beat you with or without the ball."

"Another thing about him, he plays both ends of the floor. He always takes the guy with the hot hand."

A simpler description is one used by most NBA rivals: "Oscar is just too much."

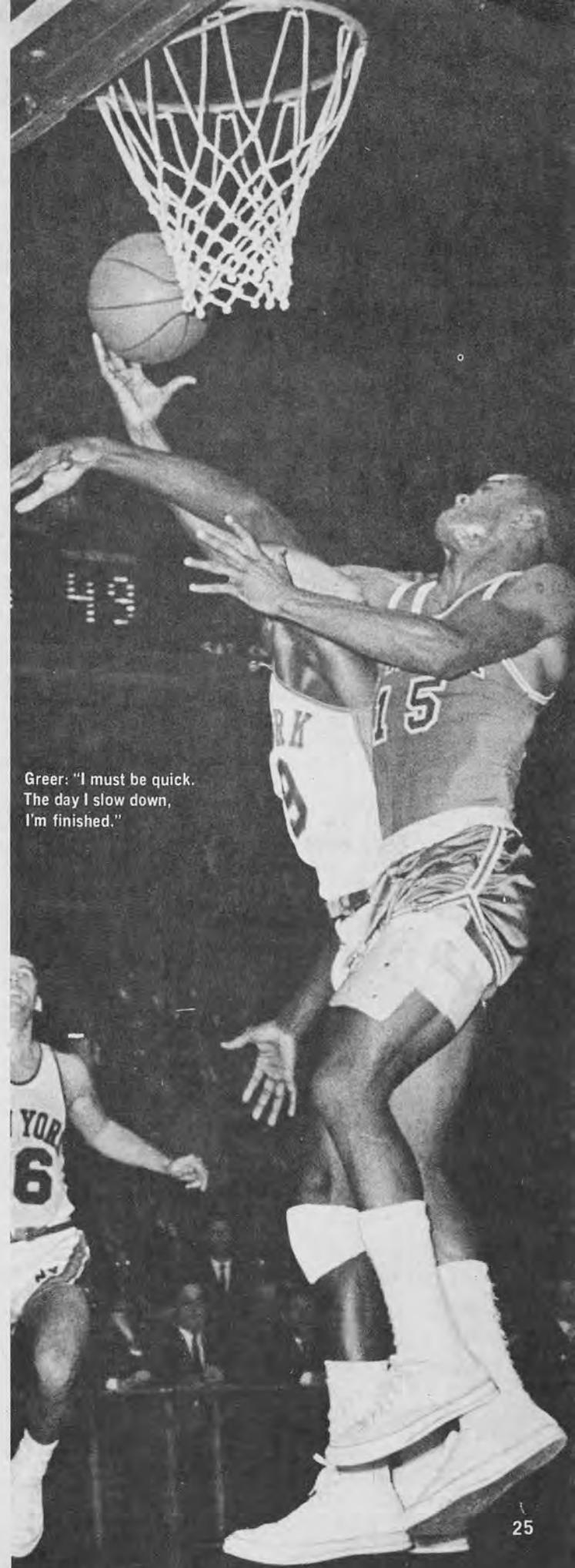
Personality, Oscar can score as much as he wants to. He averaged 30.5 as a rookie and dipped below that only once in seven pro seasons; that in 1962-63 when he fell to 28.3.

Last season, Oscar was second to San Francisco's Rick Barry in scoring with 2,412 points and a 30.5 average.

Add to this that he often sets up another 60 points for his teammate. Oscar is either scoring, setting up a score or keeping the team moving.

Basketball is a game of feints and fakes; various types of speeds; ball handling; short and long jump shots; drives; rebounds and upsetting the opposition's defense.

Hal Greer, Jerry West and Oscar Robertson each excel in most of them and when they are together, in all of them.



Greer: "I must be quick. The day I slow down, I'm finished."

Boston Celtics

BOSTON CELTICS

Coach: Bill Russell

Top Scorer: John Havlicek, 1733

Top Rebounder: Russell, 1700

Playmaker: Russell, 472; K.C. Jones 389

1966-67 Finish

2nd Won 60 Lost 21

LAST YEAR'S STRENGTH

Defense and the Celtics' celebrated "double steal" were factors in a remarkable 60-21 regular season performance. With an average yield-per-game of 111.3 points through its schedule, Boston easily had the best defense in the National Basketball Association. Bill Russell, adding the role of player-coach to his duties, was still the dominant figure in his specialty of shot-spoiling. The "steals," of course, were Bailey Howell from Baltimore for Mel Counts and backup center Wayne Embry, threatening retirement at Cincinnati, from the Royals. Howell provided the club that big, sharp-shooting, hard-hitting forward it had sorely missed since Tommy Heinsohn turned in his suit. Bailey proved how much he appreciated being on a winner by finishing ninth best scorer in the league (1621) and third best in field goal percentage (.512). In addition, Howell crashed both boards consistently and was a real holler guy. Embry, who quickly adapted himself to the change from regular to reserve, was used more and more by coach Russell to spell player Russell as the season progressed. He gave Boston the best 1-2 pivot punch in the game. The fact the Celtics lost the Eastern Division playoff crown for the first time in 11 years was much more a tribute to the 76ers than a knock on Boston. Only twice before in their great title era had the Celts won 60 games in a season—60-20 in 1961-62 and 62-18 in 1964-65. Yet they finished the race eight full lengths back of the great Philadelphia forces! In other words, Boston wasn't that bad, Philly was superb. Russell did a better job as a freshman

coach than his detractors would admit. The team had balance with John Havlicek the NBA's seventh ranked scorer, Howell ninth and Sam Jones 11th. Russell was second only to Wilt Chamberlain in the board-clearing department and stood fourth in assists, again behind Wilt. Incidentally, it was a glowing tribute to both pivotmen that only Chicago's peppery Guy Rodgers and silky-smooth Oscar Robertson of the Royals handed out more assists during the 1966-67 campaign. In the matter of free throw accuracy, Boston had three representatives among the top eight—Sam (.857), Larry Siegfried (.847) and Hondo Havlicek (.828). The latter had his best pro season, greatly increasing his already fine performances in every offensive department while maintaining his fine defensive level of operation. Havlicek, as starter or sixth man, playing the corner or back-court, had no rival when it came to versatility. Havlicek, Howell, Russell and Tom Sanders were able to play in every game. Siegfried lit some fires and Don Nelson was a vastly underrated relief man in the corners. With an offensive output averaging 119.3 points, the Celts outscored the opposition by the wide margin of 8.0 per game and were second in rebounding. Throughout the schedule the Celtics alone could battle the 76ers on even terms, actually beating them 5-4 in the series while snapping seven and 11-game winning streaks for Philly en route.

LAST YEAR'S WEAKNESS

In the playoffs, Boston just plain ran out of steam. The 76ers had a lot of weapons with which to puncture that boiler which had generated 10 straight divisional crowns and nine world championships. But even in the first round after Boston dropped its lone decision in New York, several of the Knicks commented on how tired the boys in green appeared. Sam Jones (26.7), who with Havlicek (27.4) had to carry the scoring load, suddenly lacked consistency. He would be off for several games,



Celtic green revitalized Bailey Howell.

then pour in 51 points in another. Howell, Russell, Siegfried and Sanders fell well below their season's averages. In Satch's case he'd gone so sour he was used relatively little—by his standards—against Philly. And here was the man who had always guarded the toughest cornerman the opposition could muster. The weakest part of Howell's game was his defense. So the big Philly forwards, who had been practically shut down by Boston a year earlier, were in charge. The sum total was that the Celtics gave up five more points a game than during the season and scored four less. While Boston hit a team slump, perhaps its worst overall of the year, Philadelphia was at the peak of its game. Hal Greer was even getting by that pillar of the back-court, K. C. Jones, who had been fighting a back ailment since the fall. Sam, Siggy and Embry were all lost to the club for significant periods by injuries. Siegfried also got in Russell's doghouse several times for lack of hustle. The coach did a better job at his new post than many were willing to admit. But he had some tough moments over the final three minutes of games when he was tired, trying to control the game at center and still think of player matchups and changes from the bench. Boston lost several very close decisions as a result. In the playoffs it was just too much working a full game in the pivot—and playing Wilt—and trying to coach against Alex Hannum who was operating, although not serenely, from the superior vantage point of the bench.

1967-68 FORECAST

The Celtics are playing an almost pat hand in an all-out effort to regain the world title—just one more time.

But the deck appears stacked against them. Boston faces the task without:

—K. C. Jones, the man who succeeded Bob Cousy as engineer of the Boston fast break. K. C. retires to coach Brandeis University basketball.

—Any appreciable help from the top draftees.

By leaving Jim Barnett and Toby



John Havlicek



Tom Sanders



Sam Jones

Kimball up for grabs in the expansion draft, Boston lined up strictly for experience. The average age of the basic eight—Russell, Havlicek, Howell, Sanders, Sam Jones, Siegfried, Embry and Nelson—is pushing 30. Nelson, the youngest of this nucleus, is 27.

It's an effort to squeeze out one more big one, then rebuild.

Will it work?

"It all depends on Russell," confides Nelson. "Bill is starting to show his age. Some fellows say that when a man who plays as many games and minutes as Russ begins to go downhill he goes very rapidly."

"Russell can fool 'em, though. If he is able to play back to the way he did two or three years ago we'll definitely win the title. If he can't, the Celtics are in for trouble."

Russell has more to worry about than advancing years. Chamberlain ("the stupidest thing Russell ever did was to coach") wasn't Russ' only critic. Celtics teammates Sam Jones and Siegfried publicly questioned the ability of the playing-coach to fully handle all the chores his multiple duties demand.

But the management backed him to the hilt, giving him a new one year contract at a sizeable increase during the playoffs. Russ will have his forces operating in harmony at the opening whistle.

Besides, that old Celtics' desire and relentless drive is still very much in evidence.

K. C.'s departure looms an even bigger loss than at first glance. The offensive triggerman and definitive backcourt defender was also the steady hand and an inspiration for the rest of the club. Russell frankly leaned hard on K. C.'s advice in his moments of discouragement. The coach can still call on Jones' counsel—but no longer in the heat of battle.

It was hard to see budding backcourtman Barnett get scooped up in the expansion but even tougher to bid farewell to Kimball, a rugged, raw-boned forward.

The Celtics, who haven't gotten a jewel of a first round draft choice since Havlicek in 1962, have crossed their latest—NYU's Mal Graham—off their list. The 6-foot-1 guard, nation's third highest collegiate scorer behind Jimmy Walker and Lou Alcindor, had an agent as did second pick Neville Shedd, 6-8, from Texas Western. Agents make Auerbach see red. At last glance he had discounted Graham altogether and held out only slight hope the club would come to terms with Shedd. Vietnam veteran Mike Redd, 6-2, recommended for consideration by ex-Celtic Frank Ramsey, might provide some slight help at guard. He's from Kentucky Wesleyan.

The Celtics were combing free agent lists and minor league rosters to come up that needed depth. It's unlikely "Fingers" Auerbach could pilfer another Howell or Embry.

The backcourt presents the biggest problem. Sam and Siegfried are the only regulars left. Havlicek was listed as a guard last season, but more than 80 per cent of his playing time was recorded as a forward. Siegfried follows a tough act moving into the role of playmaker. There are those who questioned his confidence and consistency last season. He must display barrels of both for Boston to go all the way this time.

With advancing age, Sam needs more relief than ever as his spotty playoff series' suggested. After one game he admitted freely: "I know I can't go 40 minutes any more."

If the best defensive guard in the game must be replaced, the best defensive cornerman—Sanders needs rejuvenation. He says he doesn't feel he'll have to overcome a mental scar from being benched much of the 76ers' series. "There's no possibility of my losing my confidence at this point in my career," he insists. "What does bug me is that I had a slump or whatever it was during the playoffs, when it cost people money." But Russell felt it necessary to publicly deny talk that relations had become strained between the two.

Near the end of the campaign Satch was getting into such deep foul trouble so early he could not be employed effectively.

Overall, Boston must find ways to

avoid those dry spells which clogged its gears against the 76ers. In game number two of the division finals Philly outscored the Celts 4-0 in the last 1:47 while the losers were missing their concluding five shots. The 76ers had a 13-3 edge over the last 3½ minutes of the third contest.

Only a week after the playoffs, owner Marvin Kratter, chairman of the board of National Equities, Inc., said he was open for bids and would sell the club if conditions were right. The timing couldn't have been worse because, although unintentional, the announcement had that "what have you done for me lately?" aura.

Despite all these factors, the Celtics still have an outside chance to regain the top perch. It will require exceptionally fine efforts from the "basic eight" and an escape from any major injuries.

The old pride and desire are still there. Havlicek, Howell and Nelson all turned down better monetary offers from the infant American Basketball Association to remain Celts.

Even after the loss to the 76ers, Siegfried echoed player sentiment when he said: "I still believe we're a better team than Philadelphia."

"Boston still will be the team to beat," insisted Philly's Hal Greer.

Russell puts it this way: "The Celtics are not dead like a lot of people think. They are not even mortally wounded. Personally, I expect a better won-lost record this season and I expect to get past the Eastern Division playoffs. I kid you not."

Probable Finish: 2

Player-coach Russell was consistent at pivot despite added burdens. A good bench helped.



New York Knickerbockers



Willis Reed was a potent scorer from the corner or underneath. He was eighth leading scorer.

Coach: Dick McGuire
Top Scorer: Willis Reed, 1628
Top Rebounder: Reed, 1136;
Walt Bellamy, 1064
Playmaker: Howard Komives, 401
1966-67 Finish
4th Won 36 Lost 45

LAST YEAR'S STRENGTH

The hustling, more confident Knicks began to believe in themselves in 1966-67. For the first time in eight seasons they made the playoffs and avoided the division cellar. In his first full season as a coach, Dick McGuire, who had taken over for Harry Gallatin during the preceding campaign, had his fast-break attack honed even finer. New York could put on a fair press and was blessed with tremendous physical strength. Willis Reed

had mastered his switch from center to cornerman so well his performance reached All-Star proportions. Reed with 1136 rebounds and pivotman Walt Bellamy with 1064 formed the deadliest backboard duo in the game. The sheer power of the two convinced some that New York had the best front court around. What's more, Reed was the eighth best NBA scorer at the finish line (20.9) and Bellamy the 14th (19.0). Big Walt was second only to Chamberlain in field goal accuracy (.521) while Reed ranked fifth in that category (.490). Guard Dick Barnett was 10th (.478). Aggressive Howie Komives, that beatle-browed resident of the backcourt who had come to New York as a scorer, began looking for the open man more. And while he was seventh in the league in assists (401 and a 6.2 per-game average), he found his "cool" by learning to curb his temper somewhat. Although he had his shortcomings, the much-

publicized Cazzie Russell came along well enough to be named to the NBA's all-rookie team. McGuire was very pleased with the backcourt rescue job performed by Fred Crawford, a former St. Bonaventure star called up from Wilmington in the Eastern League when Barnett got hurt. Twice cut at Knicks' tryout camps in the past when injuries struck, and a victor over tuberculosis when in college, the 26-year-old Crawford filled in creditably over the last 19 games of the regular season. But his 5.9 scoring average skied to 17.0 in the playoffs when he really came through in the clutch. Overall, the team tied a league mark when seven players wound up scoring in double figures for the season. After Reed and Bellamy were Barnett (17.0), Komives (15.7), Dick Van Arsdale (15.1), Dave Stallworth (13.0) and Russell (11.3). Only once in the 81 game schedule did the Knicks fail to score 100 or more points, best in the NBA and proof that better balance had been achieved. The team shooting percentage of .453 was surpassed only by the remarkable Philadelphia 76ers' gunners. The scoring average of 116.4 was solid. The sum total was a performance six victories better than the 1965-66 campaign. But there was much more than statistics involved. Better teamwork and more pride had entered the picture. The players began to feel there was a much brighter future not that far ahead down the road of the Knicks' comeback from the depths.

LAST YEAR'S WEAKNESS

Even with the 6-10 Mr. Reed operating on one side, the Knicks didn't get enough help on the boards from the other corner. While Reed and Bellamy provided the best rebounding combination in the league, as a team the New Yorkers were dead last in that department. The defense was strictly second class, at least partly because there were many first and second year men on hand who lacked the experience and that instinctive knowledge of what a teammate would do in a given situation covering the opposition. Without those highly-polished defensive skills the Knicks wound up with a combined 1-17 record against the iron, Boston (0-9) and Philadelphia (1-8). Russell, who got picked by New York because Without those highly-polished defensive skills the Knicks wound up with a combined 1-17 record against the iron, Boston (0-9) and Philadelphia (1-8). Russell, who got picked by New York because the club won a toss with Detroit for first choice the previous spring, wasn't a bust. But he wasn't the instant hero predicted for the Michigan all-everything either. At least for this rookie season, the Pistons' subsequent choice, Dave Bing, looked like the better selection.



Cazzie Russell



Dick Van Arsdale



Walt Bellamy

Defense was Cazzie's Achille's heel. "There's no doubt about his offensive ability," said McGuire. "It's just defense. In college he never had to cover the top offensive man because his coaches wouldn't want him to get in foul trouble. Although Komives improved as a play-maker, the Knicks still lacked a first class, take-charge quarterback in the best McGuire tradition. The team ranked well down the list in assists and in the ability to convert its chances from the free throw line. With these handicaps, New York still held down third place for most of the season and appeared to be ready to beat out Cincinnati for that position. But Barnett, the fourth most productive scorer, ruptured an Achilles tendon, sitting out the final 14 games and the playoffs. First line reserve Dave Stallworth suffered a heart attack after being the only Knicks' squad member to appear in all their first 76 starts. Komives missed 16 games because of an ankle injury and Emmett Bryant, another backcourtman, was sidelined for 18 games with a torn knee cartilage. In all, 67 games were missed by New York personnel during the campaign. Result: The Knicks lost out on third the last week of the regular season, losing all three games down the final stretch while the Royals won four. "We're inconsistent," said Reed in summation. As for his own game, he offered: "I don't have a good drive to the basket. If I had one, I could be a complete ball player."

1967-68 FORECAST

Bill (\$500,000) Bradley and Little All-American Walt Frazier are two excellent reasons to predict better things—we're calling it a third place finish—right away.

McGuire has got his quarterbacks, two of 'em, and if they are new to the ways of the pros both are loaded with talent to meet the challenge.

McGuire, a man of few words, puts it this way: "Bradley and Frazier will keep the front guys happy. They'll hit the free man."

Rehired after he got his club into the playoffs as he had promised last year, McGuire has momentum and youth going for him in his rebuilding program.

The Knicks have great strength and depth, particularly in the backcourt. Center is solid.

Russell is being tried at forward to take maximum advantage of his scoring talents.

But the corners present a problem. When Reed is flanking Bellamy on one side the man on the other side won't be over 6-5, be it Van Arsdale or Cazzie. And if Reed is spelling Walt in the pivot, the Knicks will be giving away a lot of height in both corners.

The 6-7 Stallworth will never again play basketball although doctors hesitated to give him the full scope of the bad news when he was stricken. Henry Aiken, 6-10, and Wayne Molis, 6-8, went in the expansion draft.

New York tried to bolster the position in the regular draft by coming up with two of the better collegiate rebounders, Gary Gregor of South Carolina and Keith Swagerty of the University of the Pacific. The latter, with an 18.5 per game average, twice pulled down 30 in a contest.

The guard corps is awe inspiring in its potential. Stir Bradley, Frazier and the late-blossoming Crawford into a mixture including Barnett, Komives and Bryant and you've got something spectacular.

"We feel we've got a load of talent now," says McGuire. "We'll be able to press the other teams more."

In Bradley, the Knicks are getting that super-star they have lacked. He won't be able to join the club until January because of sixth-months' Air Force duty. But the Knicks are convinced he's worth waiting for. Otherwise they'd never have paid a half million dollars in a multi-year package to get him after he'd been two years away from regular competition during his studies as a Rhodes Scholar at Oxford.

The Princeton great is sure to help New York at the gate in its new Madison Square Garden site. And his acquisition was a serious blow to the infant ABA which tried hard to land him.

The Celtics' general manager, Red Auerbach, says of the 6-5, 200 pounder: "Outside of big men like Russell, Chamberlain and Bob Pettit, Bradley was the greatest college basketball player I've ever seen."

Offers McGuire: "I hardly think it will be a serious problem for Bradley to make the club. He will be the take-charge guy we need, the fellow everyone turns to in trouble. In college and on the Olympic team, he was always coming to the rescue, either with his shooting or his passing. What I like most about him is that he's never hungry for points. He passes the ball."

In his 83 varsity games over three seasons, Bradley averaged 30.2 points, 12.2 rebounds, had 51.3 per cent field goal accuracy and an 87.6 per cent mark in free throw attempts.

Frazier, 6-4, was named MVP in the NIT after leading his Cinderella Southern Illinois Salukis to the crown. He was signed to a one year, no-cut contract as the Knicks' No. 1 choice. McGuire



Dick Barnett is an explosive scorer.

said of him: "I think we got the best ball player to come out of college this year ... better than Jimmy Walker of Providence."

In four NIT games Frazier scored 88 points, had 19 assists and pulled down 52 rebounds. "Those rebounds were the big thing," McGuire said. "Frazier went right in there and pulled down every key rebound, especially in the final against Marquette."

Although he admitted he had had a better offer from ABA, Frazier signed because "I believe the Knicks are on their way to a championship and I want to be part of it."

Russell still must justify his \$200,000, multi-year pact as the top draftee of a year ago. He must learn defense and his size could be against him up front. McGuire contends: "I don't know if he'll be a super star, but he'll be a good player some day."

Meanwhile this is a better team looking for even bigger things.

The coaching is top-drawer while the personnel, attitude and depth have improved. Now the team has a take-charge superstar on the way.

Because of a height problem at forward, it is difficult to visualize New York finishing higher than the 76ers or Boston, but rabid Knicks' fans see it coming.

Cincinnati Royals



66-'67: a typical Robertson year (second in scoring and assists; fourth in f.g and f.t. accuracy).

LAST YEAR'S STRENGTH

As usual, it was Oscar Robertson and Jerry Lucas. The "Big O" was named to the All-NBA team for the seventh successive time. And it happened to be just his seventh season in the pros. He continued to prove he was the most complete player in the game and a man who controls his offense. Only Rick Barry scored more than Robertson who wound up with a 30.5 average. Oscar was runnerup to Chicago's Guy Rodgers in the assist department. In addition he ranked fourth in both field goal percentage (.493) and in free throw accuracy (.873). Once again, Lucas finished third in the rebound derby, coming in behind Chamberlain and Russell. Jerry averaged 19.1 board clearings a game. He scored at a 17.8 clip, which placed him 19th in NBA point-making. Adrian Odie Smith, who contributed nearly as much scoring as Lucas, was the league champion at the free throw line. He con-

verted 343 of 380 chances for a remarkable .903 mark. Harry Hairston completed the top four performers for the Royals, doing a good job in a corner opposite Lucas. He hit the boxscores at a 14.9 rate and was the ninth most accurate shot from the floor with a .479 percentage. When the final season's accounting was made Cincinnati had the best team free throw percentage (.777) and had committed the fewest personal fouls. The club was third in field goal accuracy, fifth in scoring and fifth in assists. After an atrocious start on the season through the first 27 games, the Royals pulled themselves together and fashioned a winning record the rest of the way. The effort was topped by a blazing stretch run by which they were able to beat out the New York Knickerbockers for third place. One pleasant highlight of an otherwise dismal playoff set was the play of center Connie Dierking in the opening victory over Philadelphia.

Coach: Ed Jucker
Top Scorer: Oscar Robertson, 2412
Top Rebounder: Jerry Lucas, 1547
Playmaker: Robertson, 845
1966-67 Finish
3rd Won 39 Lost 42

LAST YEAR'S WEAKNESS

Mention center and you've gotten to the heart of the problem. The Royals just didn't have one who could consistently challenge a Chamberlain, Russell, Nate Thurmond or a Bellamy. Wayne Embry said he was going to retire before camp opened. He convinced Cincinnati of his intentions, then later went to Boston in a bit of master manipulating by the Celtics. Dierking, an old pro who plays the game better than some quarters are willing to admit, was able to chip in a few points (9.3). But he was a far cry from a major leaguer in that rugged rebound action. Coach Jack McMahon's other possibility at the position was to throw in his No. 1 draft choice, 6-11 Walt Wesley from Kansas. Wesley showed some quickness but also a lack of drive. He was just too inexperienced to handle "the pit" regularly. Although Wesley played 909 minutes on the season, he averaged less than five points a game, had an incredibly poor eye from the free throw line (.423) and didn't rebound any better than Dierking. Of 192 playoff game minutes, Wesley was entrusted to appear in only 23. And he could have just as well remained seated for that brief period. The pivot problem hurt Lucas' contributions. He had to work so hard concentrating on getting the rebounds at both ends of the court his scoring average fell from the previous season, particularly in the playoffs. Before the campaign ended "sophomore" Jon McGlocklin was called up for a six-month army hitch and rookie Bob Butterbean Love was on the injured list. The Royals carried six rookies and the mistakes of inexperienced youth were evident. The defense was not that good and the rebounding the second poorest in the league. All the problems were underscored in the playoffs with Philadelphia. After winning the opener, Cincinnati was blitzed in the next three. The 76ers wound up scoring 118 points a game in the set.

1967-68 FORECAST

Cincinnati has come up with a new coach, Ed Jucker, but no ready-made solution for that gnawing pain-in-the-pivot disease.

McMahon, frequently mentioned as the man on management's griddle for three



Adrian Smith



Hap Hairston



Connie Dierking

seasons, resigned to take over as coach and general manager of the new San Diego entry in the NBA.

Jucker got the job only after the Royals could not land Frank Ramsey. He signed a three-year contract at a reported \$22,000 a year and quickly admitted coaching the pros would "be somewhat different at the beginning." Jucker had resigned as head coach at the University of Cincinnati after the 1965 season, listing health as one of the reasons. His teams won back-to-back NCAA titles in 1961 and '62, barely missing a third in an overtime final game loss to Loyola of Chicago in 1963.

Jucker's college clubs were noted for their tight defense. There's no doubt his emphasis on defense is badly needed by the Royals.

Jucker has a lot of experience in his trade but his conversion to the pros will be made more difficult by the fact he inherits a hot seat. Undercurrents of discontent are common at Cincy.

Management is not easily pleased. Robertson is an outspoken star who sometimes wonders out loud if the club can really afford to pay him what he is worth. And there's always the possibility the franchise might be moved elsewhere. Attendance in the Ohio city has left something to be desired.

But the squad closed ranks behind McMahon after a seven-game losing streak left them 10-16 early last season. "We weren't putting out like we could," said Dierking. So Lucas led a meeting of the players who asked general manager Pepper Wilson to give McMahon another chance. The team picked up and McMahon lasted out the year.

The center situation remains critical. Dierking is only a partial answer at best. Wesley has much to learn yet and whether he will master all that ground he needs to cover quickly is the big question of his sophomore campaign.

Indicative of the club's concern was the first round drafting of Mel Daniels, a 6-9 center from the University of New Mexico. Daniels had a most respectable 21.5 point per game scoring average as a senior. Perhaps significant, however, was the fact he did not appear among the more prolific collegiate rebounders.

The next two draftees are hot-shot scorers, Gary Gray of Oklahoma City with a 27.5 average and Kentucky's Lou Dampier with a 20.7 mark. In the auxiliary draft the Royals picked up little Johnny Moates of Richmond, the nation's 11th best college scorer.

But the American Basketball Association has been giving Cincinnati a few headaches.

The Royals picked 6-7 Little All American Sam Smith from Kentucky Wesleyan. They got Boston's third round



Jerry Lucas' rebound production was third best in N.B.A. but his scoring dropped off.

choice as part of the Embry deal. But Smith then signed with Minneapolis of the ABA.

The New Orleans Buccaneers lured away Love, a 6-8 front-liner with promise. Wilson said he'd take that act of "piracy" to court.

Expansion losses were McGlocklin, 6-7 Jim Ware and 6-0 Freddie Lewis.

McGlocklin, at 6-5, averaged 8.5 points while playing 1194 minutes over 60 games. Ware showed good potential.

The best of the young players returning is 6-1 Flynn Robinson, a backcourt man in an area where Robertson and Smith already prevail. Robinson played in all but five regular season games last year, averaged 8.8 points and saw almost as much action as McGlocklin. But he cost the Royals at least one victory when he missed three straight free throw attempts after time had run out. St. Louis won that one by a single point.

Lennie Chappell, 6-8, finished out the year with the Royals, getting his chance due to Love's injury and McGlocklin's service call. Whatever success he enjoyed after coming over from Chicago, Chappell credited to Robertson's help. "He showed a lot of confidence in me and when you have a player of his caliber backing you

it means a lot."

Chappell's trouble is he's slow in warming up, yet the Cincinnati need was for him to get off the bench to supply instant ignition.

Robertson, of course, is the heart of the ball club. "If Oscar is in there," says Boston's Bailey Howell, "he just takes over and gets a hoop to keep you from breaking a game open against the Royals."

Little Odie Smith is his perfect foil in the backcourt. Robinson and the rookies will lend good depth.

Despite bearing the rebounding burden, Lucas in the corner is a second super star on the club. And, after all, there is only one ball. Jerry can do it all and appears to be gaining in durability. The previously injury-prone ace didn't miss a game. Hairston in the other corner is a good ball player, not a great one.

So it all boils down to the pivot. If the Royals get a creditable job in the middle they might be contenders. It is a big if.

Perhaps some help might be offered by 6-10 Jim Fox, drafted by Cincinnati in 1965 but lured to play in Europe the past two seasons.

Detroit Pistons

Coach: Dennis Butcher
Top Scorer: Dave Bing, 1601
Top Rebounder: Dave DeBusschere, 924;
Joe Strawder, 791
Playmaker: Bing, 330
1966-67 Finish
5th (Western Division) Won 30 Lost 51

LAST YEAR'S STRENGTH

By the flip of a coin, the Pistons lost the first draft pick and "won" the rookie-of-the-year, Dave Bing. The unselfish, polished Syracuse All-America did it all for the downtrodden Detroiters. Bing led the team in scoring with a 20.0 average, good for 10th best in the NBA. He paced the club in assists as well. Several rivals observed that in the clutch situations late in the game the Pistons usually set it up for Bing to get the shot—the ultimate in compliments for a raw recruit. When Bing found himself getting the ball less toward the end of the season, the Pistons found themselves in a deep slump. The indefinite suspension slapped on 7-0 Reggie Harding was lifted just before the season by Commissioner Walter Kennedy. The move gave Detroit at least more height and potential in the pivot, a position where the club had been patching since his departure. Joe Strawder did a good job as the regular in that assignment. Eddie Miles, the second high scorer with 1425 points and a 17.6 average, completed a strong starting backcourt. Dave DeBusschere, player-coach most of the season, was the ace rebounder and a solid scorer. In fact he had just two less points than Miles. As a team, the Pistons ranked fourth in both rebounding and defense. These were impressive plus items. Scoring was something else.

LAST YEAR'S WEAKNESS

When super-accountant Edwin Coil took over as general manager, he stated

he was a financial expert but knew nothing about basketball. As if to prove the point, the Pistons got badly stuck in a three-way, in-season trade that misfired. Detroit shipped veteran Ray Scott to Baltimore and was to receive Rudy LaRusso from the Los Angeles Lakers. LaRusso retired rather than go to his new destination but Scott was gone and the Pistons came up empty-handed. So now there was a depth problem at forward. Finally the club bought 6-9 journeyman Wayne Hightower from the Bullets but they had given up a man with a 14.7 scoring average for one who contributed at an 8.6 clip. Dave DeBusschere, described by owner Fred Zollner as "an All-American boy," asked to be relieved of his coaching duties eight games before the end of the season after Detroit had lost five out of six over a stretch which cost the club a playoff berth. Said Zellner: "a playing coach has a disadvantage in that there may be things happening on the floor that he doesn't see." DeBusschere admitted, ominously: "the trouble was, not everyone always came to play—they'd give you that 50 per cent effort." Certainly Harding, Detroit's apparently reformed high-rise delinquent, did not play up to his potential as back-up center to Strawder. "I don't think he was in good shape," says current coach Dennis Butcher. "I think he lost his reflexes because he didn't work hard enough. He's got to work hard and get his reflexes back." Strawder played on a knee so bad doctors warned him to stop immediately during the season and have an operation. He kept going, endangering his future while missing only two games. Charlie Vaughn wasn't that much help in the backcourt. As troubles piled up down the stretch 6-5 Ron Reed decided his future was in another sport and defected to baseball exclusively. He had been playing both as DeBusschere had done earlier. As a result of all these factors the Pistons were beaten out by the new Chicago franchise for fourth place just when it looked like the club would



Tom Van Arsdale helped at forward and guard.

make the post-season scene. In the final accounting the Pistons were dead last in the NBA in average scoring (111.3), field goals made (3523), field goal accuracy (.412), free throws made (1969) and assists (1465). The foul shooting was nothing to write home about, either. The team had slumped into a losing tradition. In the decade since moving over from Fort Wayne, the Pistons had never attained a .500 campaign. Among established franchises, Detroit—along with Cincinnati—carried a "poorest—most likely to move" label.

1967-68 FORECAST

Even an expansion-forced switch into the tougher Eastern Division can't take the gloss off a rosier outlook.

The Pistons can't expect to crack the top four positions where the playoffs are the payoff, but they should finish out of the cellar, above Baltimore, because:—Terry Dischinger, the well-rounded 6-7 veteran with a 21.1 career scoring average, returns after a two year service hitch.

—The draft netted 6-3 Jimmy Walker of Providence, the collegiate player-of-the-year, and 6-7 Sonny Dove from St. John's. Walker was the nation's highest scorer with a 30.4 average and was placed in extraordinary company by being tagged an Oscar Robertson type. Dove scored at a 22.4 clip and was 10th ranked nationally in rebounding (14.8).

—Bing has a year's experience and maturity behind him.

On the minus side of the ledger, the Pistons hated to lose promising rookie Dorrie Murray to expansion. Strawder (Pittsburgh) and Hightower (Denver as player-scout-recruiter) jumped to the American Basketball Association.

DeBusschere had rated Strawder one of the best centers in the league. But his troublesome knee left his future a question mark at best.

That leaves it squarely up to coach



Dave Bing



Reggie Harding



Eddie Miles

Butcher to get every ounce of effort out of Harding who has a habit of playing his best against the iron and of letting down facing lesser rivals in the pivot.

Butcher had been the assistant coach and scout much of last year, actually doing the coaching from the bench when DeBusschere was in the game. Now he has someone looking over his shoulder in the person of veteran Paul Seymour, added as chief scout.

One of Butcher's first acts was to promise a "get tough" approach. "We're going to have to change our attitude," he said.

Butcher has both Dischinger and Tom Van Arsdale ticketed for the corners, admits he must bear down on Harding and says he would be interested in New York's Walt Bellamy if a suitable deal could be made.

The coach says "it might take Dischinger quite a while to get back into the swing of it. But Terry's the type of guy who will work hard to get back with it."

A year ago the Pistons lost the coin flip for Cazzie Russell and got Bing, the better player. This time they won the toss with Baltimore and grabbed Walker. They looked like winners both ways.

The slender 6-3 Bing, who polled 74 out of 90 ballots cast for rookie-of-the-year, can't help but be even better this time around. He was only the fifth newcomer in NBA history to score over 1,600 points on his first time around joining Wilt Chamberlain, Bellamy, Robertson and Rick Barry.

"When I first saw Dave in college, he reminded me of Jerry West," says Butcher. "After his first season in the NBA, he is definitely the closest player to West."

"Dave is one of the greatest one-and-one players to come into the Association in a long time, when it comes to getting off a shot quickly. That is something that West has done so well."

"Bing will also develop into one of the best assist men, too. This is because Dave is such an excellent ball handler."

Detroit fans moaned at first when the Pistons got Bing instead of local hero Cazzie Russell. But before long they were chanting "Bingo" in his praise.

"The kid is destined to be a superstar," says Philadelphia coach Alex Hannum. "I never saw a player with such quick hands."

Walker, whose signing was one of the major blows dealt the ABA struggling to get off the ground, came to terms for four years, \$250,000. Although he got into a legal jam (six years' probation for fathering a child out of wedlock), Walker's basketball is above reproach.

"He plays a lot like Robertson," said Butcher. "He's the best I've seen. He

has great body control like Oscar and Elgin Baylor. When he's hit, he still gets a good shot away. He's a very good passer and an excellent dribbler."

"I think we now have the finest backcourt in the league in Walker, Bing, Miles and Van Arsdale," added Zollner. "All we need now is Lew Alcindor (UCLA's 7-1 junior phenom) and we'll be right home."

Dove, drafted on rights obtained as a result of the Scott-LaRusso mess, could help if his salary demands aren't too excessive.

Draftee Steve Sullivan, 6-8, Georgetown, decided he wanted to pursue a marketing job in Italy. The Pistons went for scorers further down the selection list including Darrell Hardy, Baylor; Paul Long, Wake Forest; Vaughn Harper, Syracuse and Bob Lloyd, Rutgers. Lloyd led the nation in free throws and

was sixth highest scorer (27.9) but was picked late because Butcher believes he gets his shot away too slowly.

The backcourt is big, fast and loaded with firepower. The one problem to be resolved is how well Bing and Walker—both scorers and floor leaders—can be blended into the same team. Dischinger strengthens the forward picture and it's up to Harding to come through at center.

"I think we've definitely got a good chance to get in the playoffs," Butcher insists. "Last year we won 30 games, New York only won 36 and Cincinnati 39 and this is not a great difference. I think with the addition of Walker and Dove we can make up that difference. I don't think we're as good as Philly or Boston—we don't have a championship club, but with the addition of these two kids we can win some more games."

Probable Finish: 5

Dave DeBusschere discontinued coaching and concentrated on scoring and rebounding.



Baltimore Bullets

Coach: Gene Shue
Top Scorer: Gus Johnson, 1511
Top Rebounder: Leroy Ellis, 970
Playmaker: Kevin Loughery, 288;
Johnny Egan, 275
1966-67 Finish
5th Won 20 Lost 61

LAST YEAR'S STRENGTH

Gus Johnson was the silver lining in an otherwise predominantly bleak picture. The cocky, crowd-pleasing forward was team high scorer and got almost as many rebounds as Leroy Ellis at center. Ellis, acquired from Los Angeles for Jim Barnes before the start of the season, enjoyed the best campaign of his life as a pro, scoring at a 14.9 rate. Don Ohl, Kevin Loughery and Johnny Egan provided good backcourt material. Loughery ranked ninth among free throw shooters (.825). Because the cornermen were of good size to help out Ellis, the team rebounding was most respectable. And there was a note of hope in the person of rookie Jack Marin from Duke, a 6-6 cornerman. Marin saw 1323 minutes of action in 74 games while scoring at a 9.6 average.

LAST YEAR'S WEAKNESS

The Bullets forgot to keep their powder dry and barely managed a fizzle. It would be much easier to list what wasn't wrong with the bedraggled Baltimore forces.

By the opening tapoff of the season it was already a demoralized squad. Center Johnny Kerr had left to coach the new Chicago Bulls. Bailey Howell was sent packing to Boston for 7-0 center Mel Counts who didn't last on the premises very long. Over one depressing early season stretch, the Bullets had three coaches in 25 games, capped when Gene Shue came to the rescue. He had been preceded by holdover Mike Farmer (1-8) and general manager Buddy Jeannette (3-13). "Shue gave us the feeling of

responsibility—even the guys on the bench," said Johnson, explaining an improved 16-36 showing under the new coach's direction. Jeannette had taken over the club furious over failures, especially the refusal to pass the ball to players in the open. Things got so bad during Jeannette's coaching tenure that a Miss Betty Holland of Boston wrote him a letter saying she should take over his bench chore. "I feel if I asked these gentlemen to win a game for me, they would try awfully hard." It wasn't long after that that Shue got the call. What had happened besides the loss of



Gus Johnson led Bullet scorers.

Kerr and Howell? "It all began with the holdouts—Ohl, Johnny Green, Egan and myself," said Johnson. "We all signed late and this was the worst conditioned team I've ever seen. It took me all of the exhibition season and into the regular season to get myself together. It was six or seven games before we were in shape and we lost them all. By then we were way down in the hole. Once you get far behind it's a tremendous thing to get yourself up because you know it's still the same old team." Johnson, a man with a reputation for being just reckless enough to wind up on the medical rolls at least once a season, had trouble with a bad back, got a sprained left knee and missed

eight games. That was only the beginning as injuries piled in on top of all the other problems. Ohl, fined \$1,000 for reporting late, had a deteriorating knee condition from the start and had to undergo surgery for removal of cartilage in February. He lost 23 games. Egan was sidelined for 10. Near the finish, Loughery was forced out of action by a chip fracture in his right ankle while Green was advised to sit out the balance of the campaign due to a mild concussion and collapse. The Bullets closed out with only seven players and two regular guards—Egan and John Barnhill. Barnhill and Ben Warley had been picked up to help out in the critical situation. From the steady stream of miseries emerged, among other things, the worst defensive record in NBA annals. No team ever before had given up 9881 points in a season. The average yield per game was 122.0. The 20-61 record was one of the worst ever. What's more the Bullets had poor shooting eyes, were ninth in assists and led the league in number of players who had fouled out (51). At one home game when a variety of 52 signs and banners appeared at the Civic Center commenting on the club's plight, some of the players on the bench had counter-signs thrust in their hands by management at half-time. Placed side by side the signs suggested: "Keep The Faith, Baby." In the depths of the season, Shue said: "The way we're going, we could get Wilt Chamberlain in a trade and then find out that he's really two midgets Scotch-taped together."

1967-68 FORECAST

"We've got to rebuild—it's as simple as that," says Johnson.

And the Bullet's reconstruction must begin with a brand new mental outlook. It's too late for regrets over deals which sent away Bellamy, Howell and Jerry Sloan.

Defeatism must give way to more concerted effort. But the Bullets had fallen so deep in the cellar it is too much to expect them to crawl out in one season. The most likely outcome would be a more respectable last.

Baltimore is weak in the middle. Ellis, an almost fragile 6-11, and reactivated Bob Ferry, 6-8, are part-time pivotmen not built for any sustained 48-minute stints.

But they are better than nothing and an upward trend may have started when Ellis first jumped to the ABA's New York entry, then a week later came back to sign with the Bullets for more than the \$30,000 he agreed to with general manager-coach Max Zaslofsky of the Freighters. The double signing guaranteed Ellis would be spending time



Jack Marin



Don Ohl



Ray Scott

in a court room as well as on a basketball court. But the Bullet's Jeannette stated: "Leroy definitely is playing with Baltimore this season. Ellis, the Bullets and the NBA have a contractual arrangement that we feel has precedence over any other contract he has signed." Ellis said he was happy at his final choice "because I am looking for security."

The backcourt displays talent. Only superior teamwork—not to mention far better health—is needed to make it a first-rate combat unit.

With 6-6 Johnson and 6-9 Ray Scott, obtained from the Pistons during the season, Baltimore has a pair of cornermen big enough to take up the rebounding slack if the pivotmen can't carry their full share.

Of the personnel taken in the expansion draft, Barnhill and Warley had been late emergency pickups anyway. And Green's concussion caused doubts to be cast in his direction about how much mileage he had left.

The Bullets weren't happy about losing Walker to Detroit in the coin toss yet wound up with a prize in 6-3 Earl Monroe from Winston-Salem State. His number-one-in-the-nation scoring average of 41.5 points earned him a reported two-year, \$20,000 deal.

It took a cloak-and-dagger, middle of the night trip by co-owner Arnie Heft and Jeannette to land Monroe. In the early morning hours of the NBA college draft, which was held in New York City, Heft and Jeannette went to Monroe's home in Philadelphia, whisked him away from competing club representatives, signed him and presented him as a squad member when they announced he was their first draft pick.

Likened to Goose Tatum, Monroe is a slick ball-handler as well as a top gunner.

"He's colorful and a lot of people might mistake his actions as being 'showboat,'" says Shue. "Well, I've seen enough of him to know that it's natural for him to play with a flair, it's part of his game. When he has to hit the open man, it's done with precision and no wasted motion. Same thing when he's dribbling or shooting. I will not try to change his style."

If Monroe is a big catch the rest of the draft was a bust. Number two pick, James Jones, a guard from Gambling, quickly went ABA, signing a three year contract at an estimated \$75,000 with the New Orleans Buccaneers. Jeannette shrugged it off saying "our bid was the best contract for a second draft choice ever offered by the Bullets. I guess it wasn't good enough."

Baltimore's 11th and final selection was Bubba Smith, the 6-8, 290 pound Michigan State lineman who was the No. 1 draftee of the National Foot-



Injury to Don Ohl doubled the pressure on Kevin Loughery (shooting) in backcourt.

ball League's Baltimore Colts. It got the Bullets some publicity but nothing else.

Monroe could start a new trend. Marin had had a suitable rookie year. Of four top draft choices preceding him, two are new with other NBA clubs and two couldn't make the big time. Perhaps Monroe can keep a new upswing on course.

Center still will be a major headache unless a big deal, unlikely, can be swung.

Johnson enjoys his role of versatile kingpin of the club. He adds: "I just wish that the coach and owners would realize that killing myself on defense

has cut down on my scoring and rebounding."

Shue, re-hired at an estimated \$25,000, allows himself a shade of optimism. "Having Ray Scott from the beginning of the season will be a big difference," he said. "We should play an important role in the Eastern Division."

Several players will have key roles. Marin is needed to lend some depth at the thinly-manned if talented corners.

But as to the Bullets being a real factor in the division race—it sounds like wishful thinking. It may take some time to get the club working together smoothly and believeing in themselves after the recent disaster.

(Continued on page 44)

Probable Finish: 6



Bradley's best under pressure. Here, he scores in NCAA Eastern Regional finals.

(Continued from page 18)

some head. But in truth, his respected, yet unparalleled background for professional basketball, has added to his magnetism.

Few have made their mark on the round ball and dribbled world as this fluid-moving, 6-5, 200-pound Princeton grad and Rhodes Scholar. He absolutely shocked the moneymen to the very roots of their bank accounts by ignoring them in order to study at Oxford for two years. Who ever heard of such a thing in this day and age of youthful athletic ambitions when a good pro athlete can make more dough than a brain surgeon?

Bradley has been described in print as poised, polished, glib, suave, witty, studious, ambitious, a paradox, exciting, brilliant, even devilish. On court, many who have seen him play have contributed to a prophecy that he will emerge as the greatest basketball player forever and anon. Can he live up to all this?

In New York, where professional basketball is only beginning to start a climb back from oblivion, he has been made as warmly welcome as an electric blanket at the North Pole.

The Knicks are said to have paid him between \$400,000 and \$500,000 for the next four basketball seasons but he will give you the impression that finding out whether he can play in the National Basketball Association means more to him than all the dollars it took to get his name on the contract.

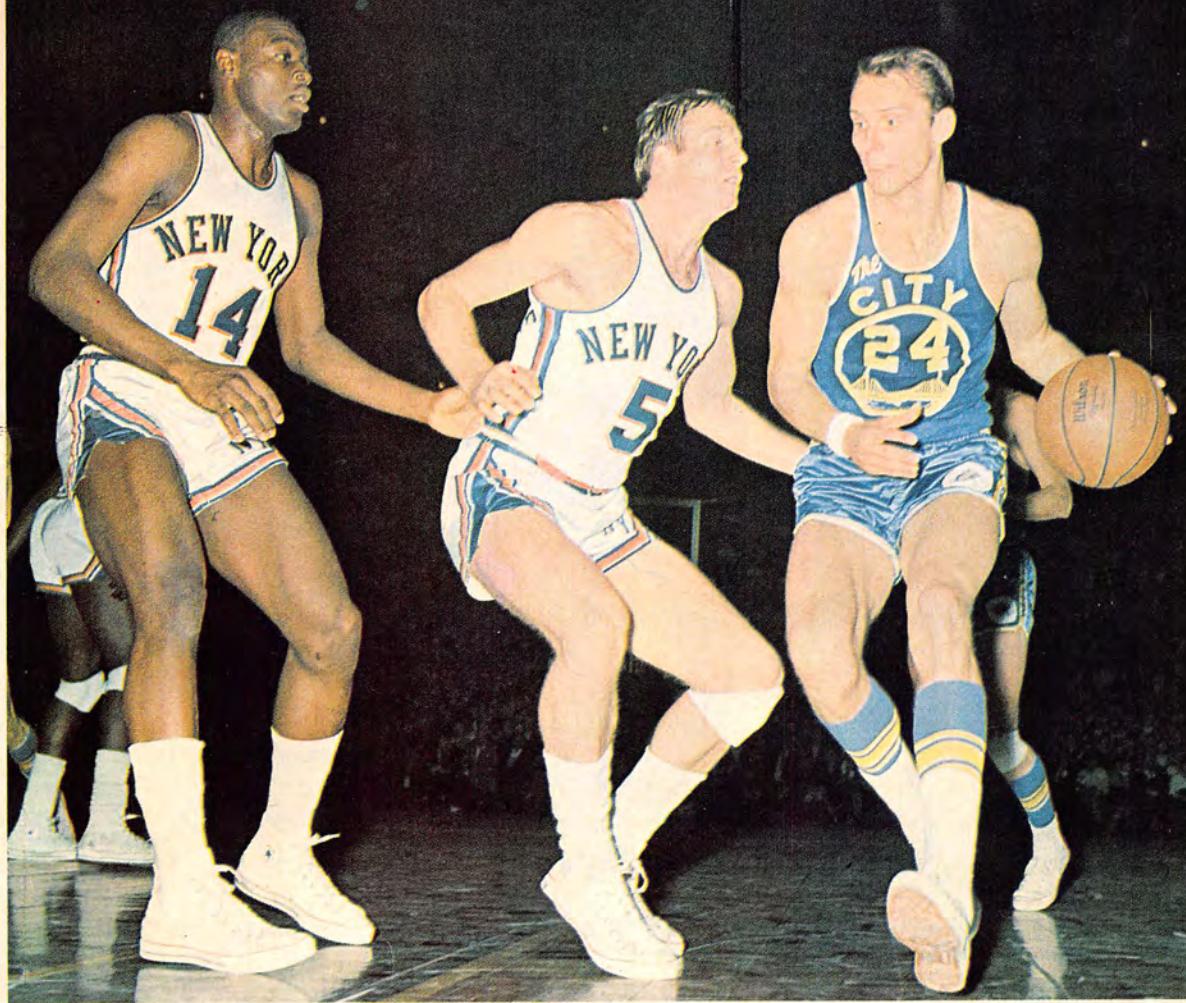
"It's a test now, a culmination of 12 years of basketball training," he said the same afternoon while the "jury" was gathering at the Garden.

Indeed, the story of Bill Bradley is slightly different than the general run of stories concerning college basketball stars who move on to the pros. Perhaps it is partly because he came out of the Ivy League which never had one like him. But, to repeat perhaps, when he graduated from Princeton in 1965, it was because of the strength of personal ambitions and the downright rebuff he gave the money-mad professionals so that he could continue his studies at Oxford.

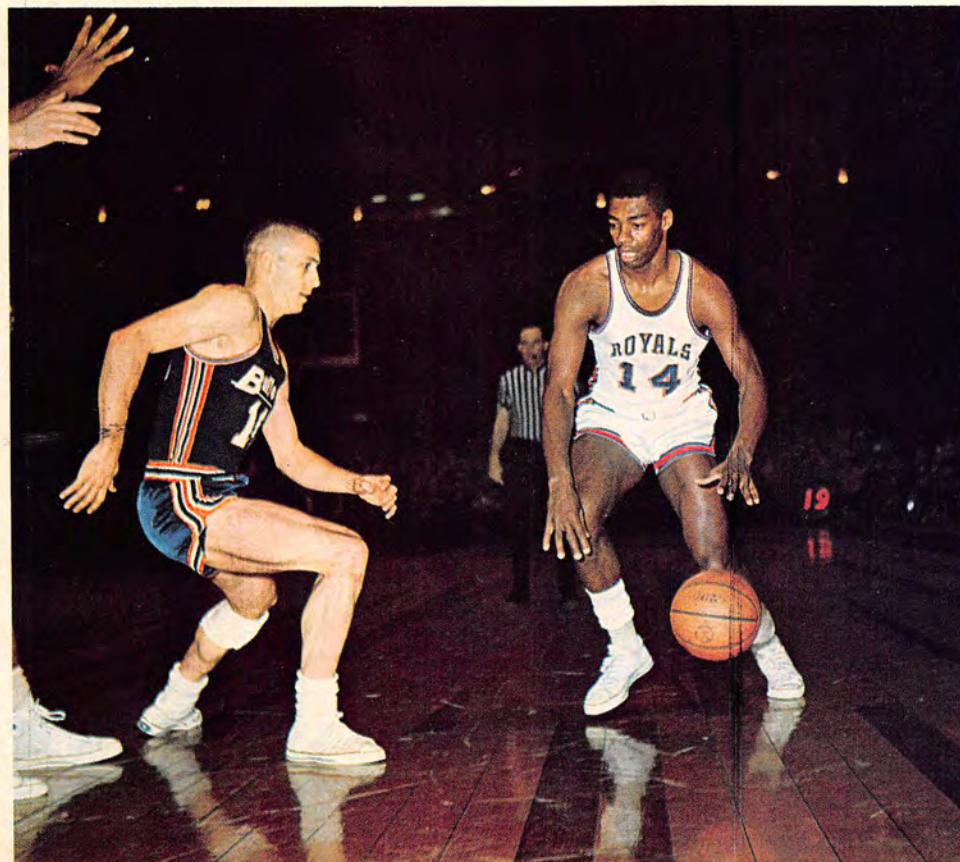
For two years he was kept in sight by those who knew that some day he might come home to play pro ball. His every move in England, and when he flew to play basketball in Italy, made print all over the world. Then there was the day in April of this year that finally he stood with all the Madison Square Garden brass in Leone's restaurant in midtown Manhattan and tried to influence the mob around him that the idea of money wasn't the primary consideration in his decision to sign a pro contract that day.

He stood dressed neatly in a New York Knick blue jacket and watched over carefully by Lawrence Fleisher, his attorney

PRO BASKET-BALL'S TOP SCORERS



(PHOTO BY GEORGE KALINSKY)

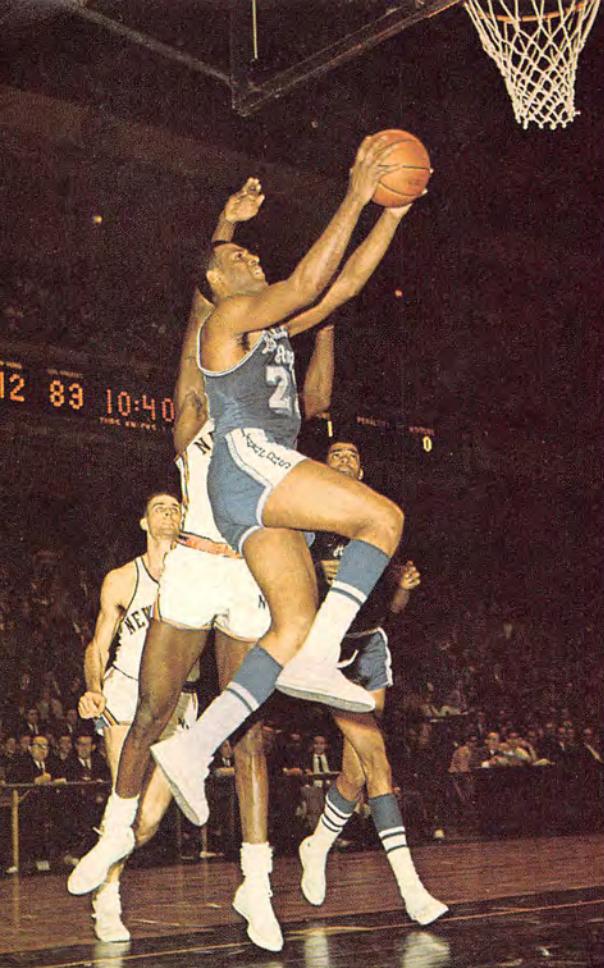


No. 1 RICK BARRY . . .
San Francisco

G.	FG.	FT.	PTS.	AVG.
78	1011	753	2775	35.6

No. 2 OSCAR ROBERTSON . . .
Cincinnati

G.	FG.	FT.	PTS.	AVG.
79	838	736	24.12	30.5



No. 4 ELGIN BAYLOR . . . G. FG. FT. PTS. AVG.
Los Angeles 66 645 602 1892 28.7

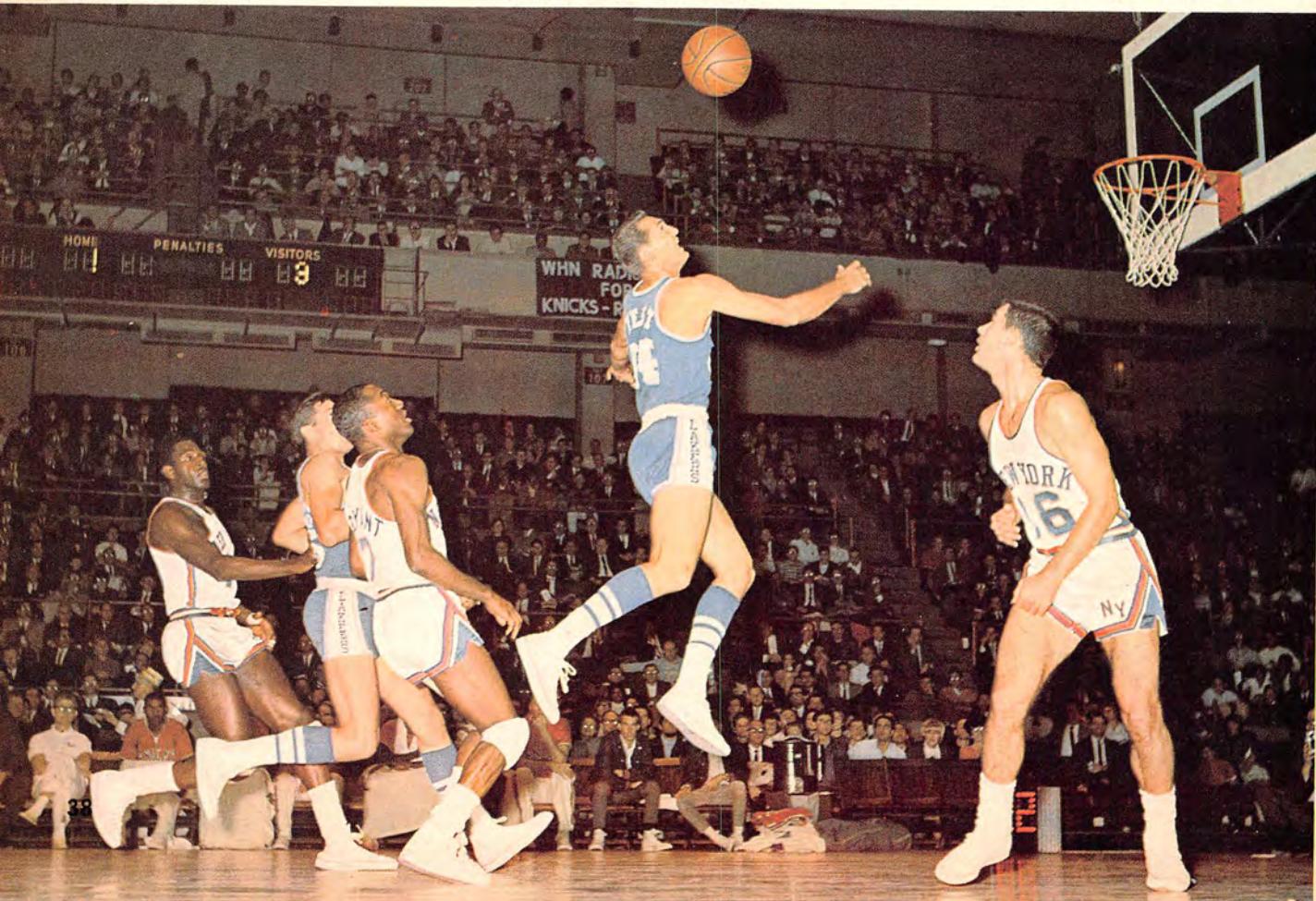
No. 3 JERRY WEST . . . Los Angeles G. FG. FT. PTS. AVG.
(PHOTO BY GEORGE KALINSKY) 70 711 440 1862 26.6



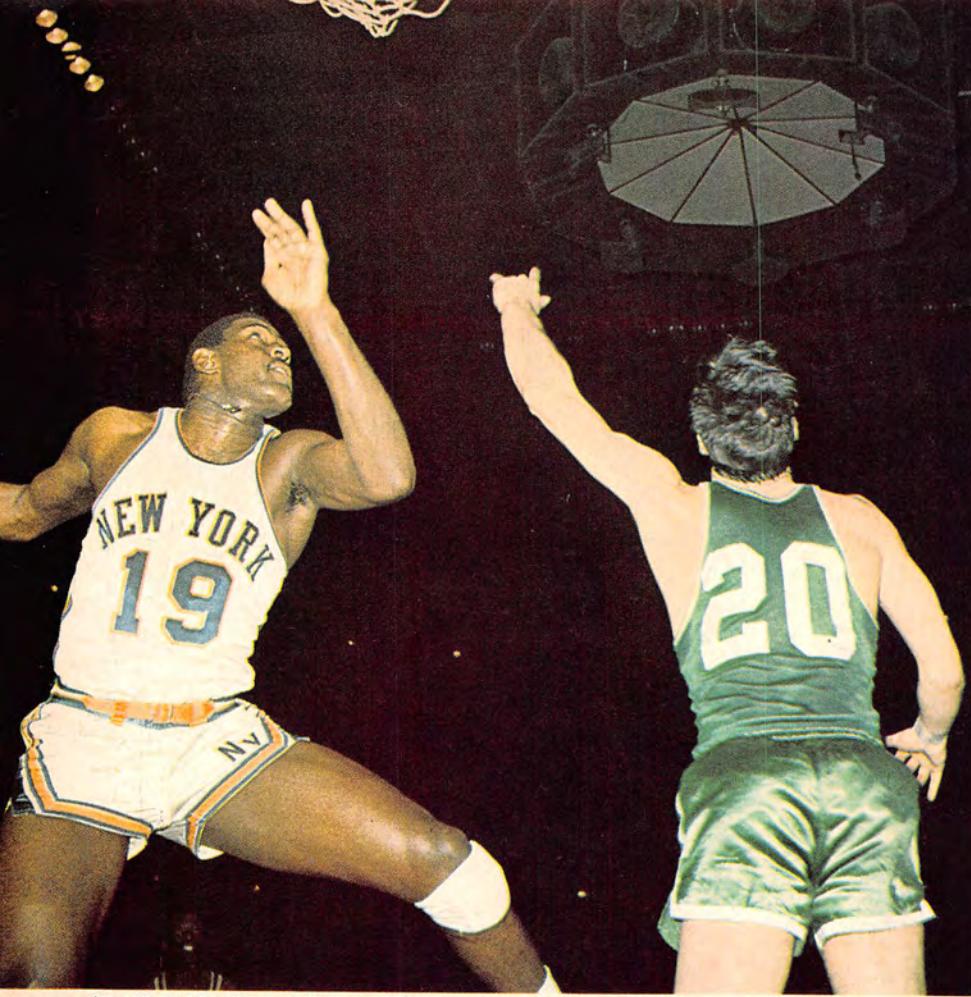
No. 6 HAL GREER . . . Philadelphia G. FG. FT. PTS. AVG.
80 699 367 1764 22.1

No. 5 WILT CHAMBERLAIN . . . Philadelphia (PHOTO BY MALCOLM EMMONS)

G. FG. FT. PTS. AVG.
81 785 386 1956 24.1



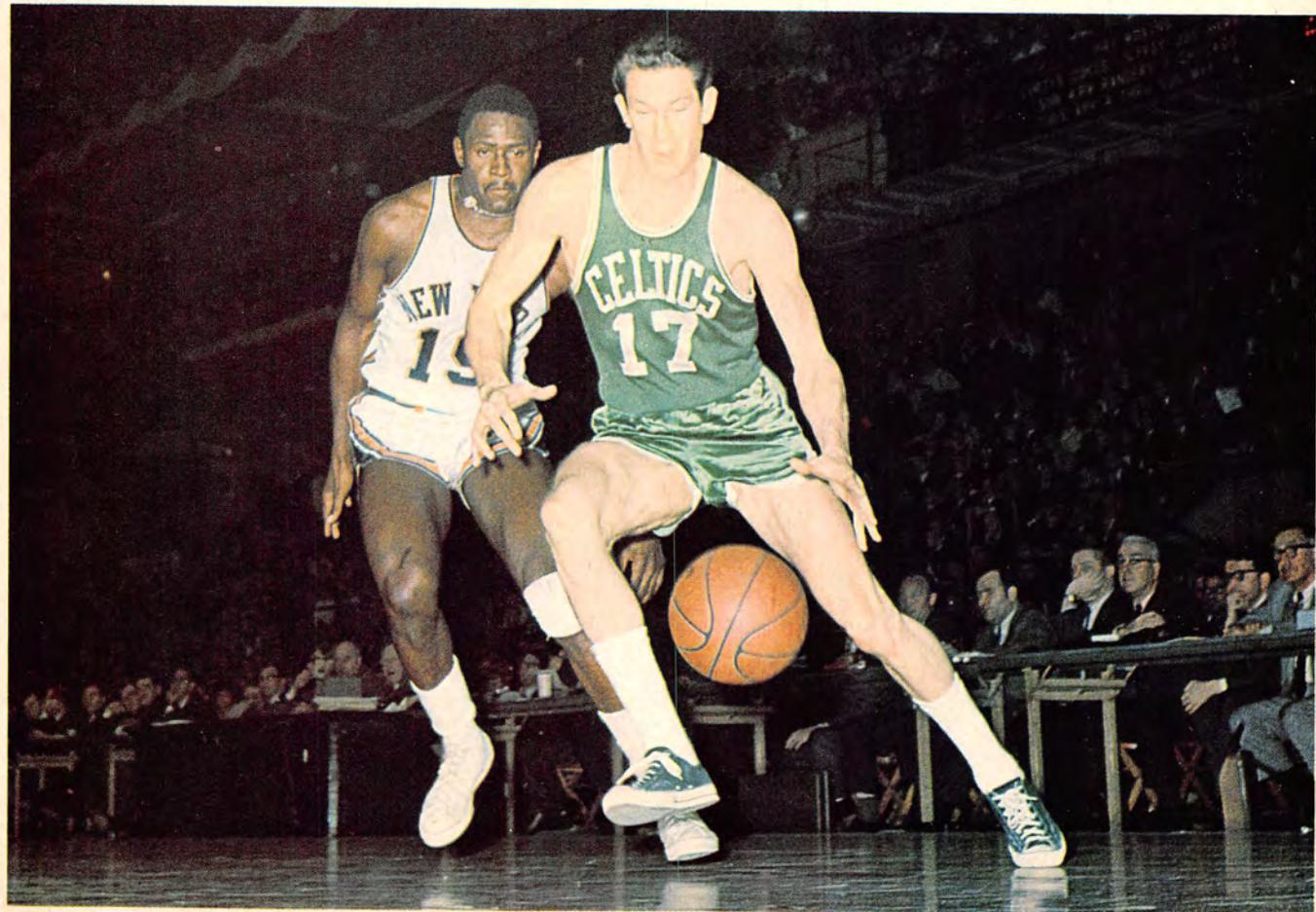




(PHOTO BY GEORGE KALINSKY)

No. 8 JOHN HAVLICEK . . . Boston

G.	FG.	FT.	PTS.	AVG.
81	684	365	1733	21.4



who also represents the National Basketball Association's Player Association, and by Marty Glickman, the radio-TV caster who also heads a promotional and marketing agency which will handle all of Bradley's ancillary earnings.

Actually, Bradley's contract has a unique feature. It gives Madison Square Garden a share of any ancillary rights which may develop. This is somewhat in reverse to the usual pattern where an athlete seeks a share from the club. It is indicative of how important a reputation Bradley had constructed as he traveled a bright basketball road to this moment.

The son of a Crystal City, Mo., bank-

basketball savvy.

"The only flaw in Bill Bradley as a basketball player is that he's so eager to do well he may tense up when we play our first game of the Olympic tournament," Hank Iba said in 1964 when Bradley was the only junior on the Olympic team he was to lead to victory in Tokyo. Maybe this is something to keep in mind now as he makes the transition to the pros.

"Aside from that," Iba stated as he molded the team around Bradley, "he is one of the finest players and gentlemen I've ever known."

It was prior to this tournament that Bradley said he got one of his biggest thrills. The Olympians had a tuneup against the Cincinnati Royals and Brad-

teammates in the pros. Perhaps it may be one step toward spanning the gap that exists between his salary and that of several veterans . . . a comparatively new problem professional teams are enduring since salaries and bonuses skyrocketed.

But Bradley's credentials are more glittering than those of others. He climaxed his college career in the 1965 NCAA tournament with a 58-point performance, a tournament record. And in New York they remember him more for one game above others. It occurred during the 1964 Holiday Festival at Madison Square Garden. He scored 41 points against a Michigan team which had Cazzie Russell, now a Knick teammate. He had Princeton ahead by 13 points when



Bradley is expected to "quarterback" the Knicks when he joins them in January. "He hits the open man every time," remarked a teammate.

er, he was offered more than 100 college scholarships after high school exploits. He came close to attending Duke, but his ambitions for post-graduate study at Oxford, known and planned even before entering college (and a visit to England the summer after his high school graduation), prompted him to switch to Princeton.

For the statistic-minded, Bradley's greatness as a 6-5 backcourtman blossomed at Princeton and in his three years of varsity he averaged 30.2 points, hit 51.3 percent of his shots and 87.6 percent from the foul line. But more important than statistics, those who saw him perform came away deeply impressed by his sense of leadership and playmaking, and above all, his quick, smart

ley went against Oscar Robertson and said, "I got the impression Oscar could score on me whenever he wished. He's the greatest that ever lived. I played him and Jerry Lucas and Mr. Twyman."

It was indicative of Bradley's nature to call the veteran 30-year-old Jack Twyman "Mr." Bradley was 20 at the time.

He has been compared also to Lucas among others. He is not as big, but much faster. He can shoot with the best; dribble, feint, decoy, rebound and use his elbows (a necessity to survive in the pros) and set up the play. All this he displayed in his June debut.

"I don't think getting points is so important," is one of his philosophies. "I prefer to pass."

This in itself will endear him to his

he fouled out with about three minutes left.

He was the Princeton team that day, for in the final three minutes as he watched from the bench, Michigan was able to come on and win with Cazzie taking the last-second shot. When it was over, Bill Bradley had won the tournament MVP from Cazzie by a vote of 22-1.

It was during this tournament that the Knicks may have felt they weren't going to get Bradley to sign a pro contract the following year. They began to believe he would spurn a \$50,000 offer to study. Ned Irish changed from his usual loge box seat to one in a side-court section, he sat next to Mrs. Bradley, Bill's mother. Any change of the Bradley am-

bition which Ned may have sought, was stifled. Mrs. Bradley simply upheld her son's views.

Were all the Knick plans to obtain Bradley's services going down the drain? It was in 1963 they got their hold on the rights to him, though he wouldn't be drafted until 1965. The Knicks refused to approve the transfer of the Syracuse franchise to Philadelphia until the new owners guaranteed New York could have territorial rights to Bradley when he graduated. These territorial rights, incidentally, were the last to be recognized by the NBA.

During the hectic final days of his senior year at Princeton, when Bradley was trying to convince the Knicks he really was going to Oxford, the Bradley image began to blossom bigger and brighter. Tourists to the Princeton campus wanted to see where he lived. His A-minus average while majoring in history; his ambitions to study law (which he has only shelved temporarily to determine if he's good enough to be a pro basketball player) and his acknowledged desire to serve the public have caused some to write that he would one day become the Secretary of State.

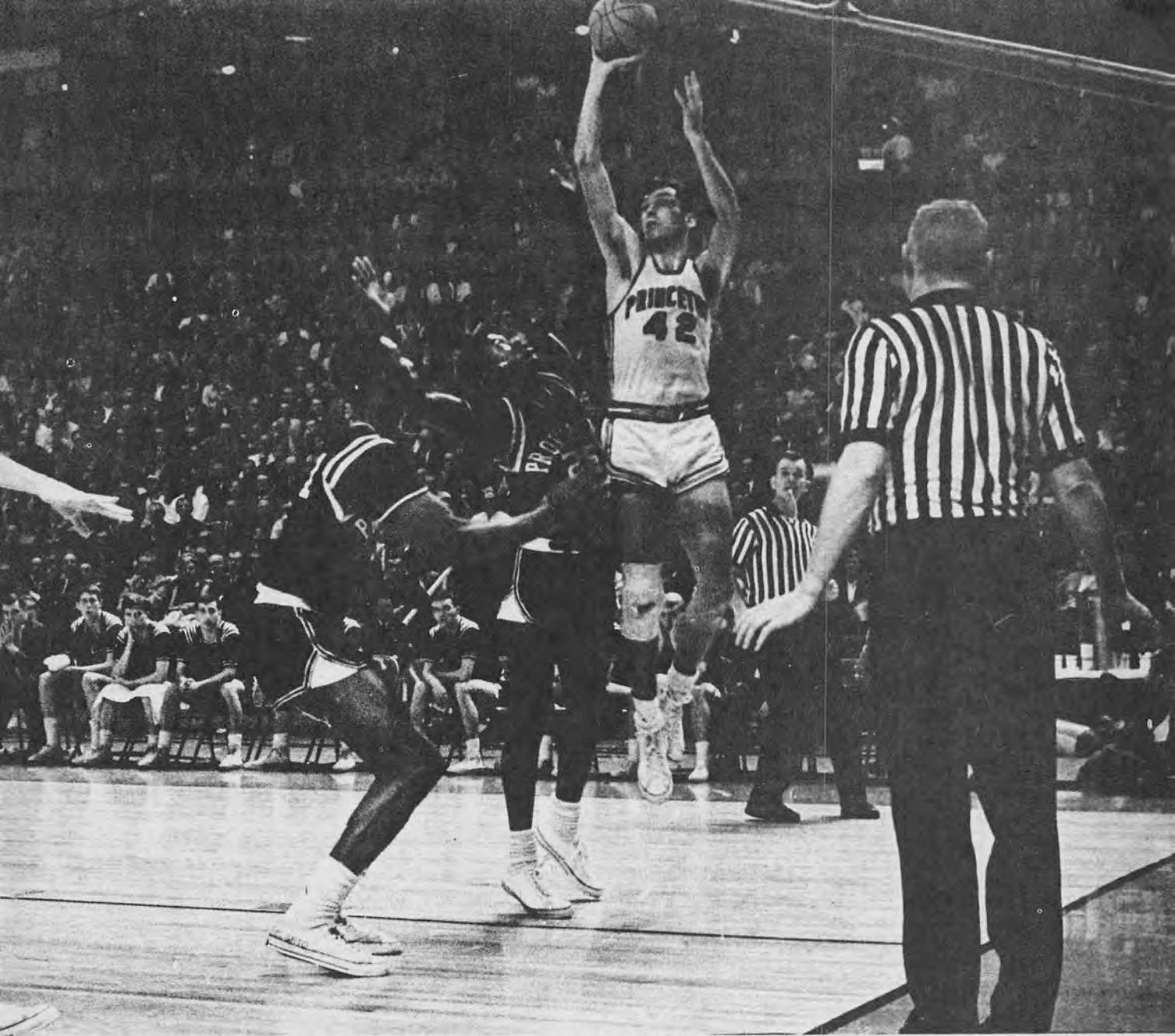
Bradley chose to attend Oxford instead of joining the Knicks when he graduated from Princeton.



At least one columnist even mentioned the presidency. The question was actually put to him when he was playing at Princeton. He considered the question for a minute and then said, "For somebody 20 years old to answer a question like that either way would be presumptuous."

Soon after arriving at Oxford, he sat in his 12 by 12 room, lounging at a small desk while wearing blue corduroy slacks, a yellow and white shirt, and he said, "My studies here are more important than basketball. My first concern is to study philosophy, politics, economics and then go home to study law. Life is made up of many things. One passes, another rises."

Then, after a spell of intense study and dropping from the eyes of the sports world, something else he had said must have borne fruit. "I don't know what I want to be when I'm 35 or 50," he had



The Knicks hope that Bradley's skills aren't dulled by two years of relative inactivity. Bradley was able to play infrequently with Simmenthal.

stated in answer to a question. "My values are constantly changing. It's like asking a kid what he wants to be when he grows up. He might say a 'fireman' but he doesn't know."

So Bradley's love for basketball and maybe the thought deep down that some day he'd try it in the pros, prompted him to join the Simmenthal team of Milan and he flew to Italy to play in the European Cup tournament.

On Nov. 20, 1965, a Milan newspaper, *Il Giorno*, reported: "A first rank opera tenor would have envied the personal ovation that saluted him when his extraordinary recital ended."

Bradley had scored 36 points as Simmenthal defeated MTV Giessen of West Germany, 103-73. He received an ovation that lasted "one and one-half minutes."

For the two years he was at Oxford, Bradley played with Simmenthal, and

said, "It was a good chance for me to play from time to time without interfering with my studies. Basketball in England was as important as cricket in America. They have a new gym at Oxford, but there is a hollow court, the baskets are too high and the rims are crooked."

Still it was in a mood of wondering if he could be good enough that made Bradley go to the Oxford gym one day this past Spring. "I was alone, me and a basketball. I was both teams, the crowd, the officials. My imagination did the rest. I came to New York and contacted the Knicks and told them, 'I'm in New York, let's talk.'"

Now the jury ringed the court. Dick McGuire watched the Bradley elbow clear a path and was happy. "He knows the game," McGuire said.

Bradley's first move with the ball, however, was to pass to Dick Van Arsdale.

His second was a 20-foot shot. His third was a feint to the left, a drive, stop, short jumper at an angle from behind the backboard.

Ned Irish sat and watched too. Two years before he had been convinced Bradley wouldn't play and told Bill's parents, "Your son can be anything he wants to be."

After the workout, Bradley didn't want to talk. There were still those doubts in his mind that he might not be good enough. He has to wait until January to find out. He began six months of Air Force reserve duty, the first three at Officer Candidate School, on July 5.

He'll join the Knicks again, in the new Madison Square Garden, and consensus is he'll become a superstar. But the night he comes back, the same old jury will be there. It always will be like this for Bill Bradley.

St. Louis Hawks



Bill Bridges (no. 32) inherited the duties of a pivotman when Beaty was injured.

Coach: Richie Guerin
Top Scorer: Lou Hudson, 1471
Top Rebounder: Bill Bridges, 1190
Playmaker: Lennie Wilkens, 442
1966-67 Finish
2nd Won 39 Lost 42

LAST YEAR'S STRENGTH

Once center Zelmo Beaty recovered from knee surgery at midseason, the Hawks staged one of their patented sprints to the finish line. The big push, which included seven victories in the last nine regular season games, enabled St. Louis to close to within five games of

San Francisco's division champions. The Hawks came home three lengths ahead of Los Angeles. Shrewd drafting the previous spring paid handsome dividends in Lou Hudson and Dick Snyder. Hudson, the 6-5 cornerman, led his club in scoring and was remarkably adjusted for a newcomer. Like Detroit's Dave Bing he was a unanimous choice for the NBA all-rookie team. Many contend that if the balloting had been done after the playoffs, Hudson would have beaten out Bing for rookie-of-the-year. "Beaty at 6-9 and the other cornerman Bill Bridges, 6-6½, gave away height to most rivals but dished out physical punishment with the best. When Beaty was healthy, the two teamed beautifully, utilizing speed and quickness with great

effectiveness. During Beaty's absence the Hawks shuttled Bridges, Paul Silas, Gene Tormohlen and Tom Hoover in and out of the pivot well enough to keep from getting knocked completely out of the race. Player-coach Richie Guerin, who threatens to retire more often as a competitor than the kid in the old Fisk advertisement, was right back in harness again. Guards Lennie Wilkens and Guerin were the 3-5 scorers on the squad with averages of 17.4 and 13.8, respectively. Guerin added 345 assists to Wilkens' 442 as both were rated in the league's top 10 playmakers. Rod Thorn and Snyder gave depth to the backcourt. Hudson was the NBA's 16th best scorer and Bridges the fifth most prolific rebounder. Jumping Joe Caldwell was a good swing man operating in a corner or back. St. Louis' late-season momentum carried it through a three-game sweep of Chicago in the first round of the playoffs. The Hawks stormed back from an 0-2 deficit to a 2-2 deadlock in the division finals against San Francisco until a cold-shooting first half in Game No. 5 turned the tide against them. St. Louis could not match size with anyone. Yet its aggressive, fired-up play produced a second place finish although there was no bona fide center in the lineup for half the campaign.

LAST YEAR'S WEAKNESS

A lesser team could not have so gracefully withstood the extended loss of Beaty. After averaging 16 points over the first 10 games of the season, Big Z had to undergo surgery for a torn muscle in his knee. "I don't know how Beaty was able to play with that cartilage digging into him," said Guerin. "You can't take a player of his caliber out of the lineup without it hurting." To ease the blow and make a show of club solidarity, owner Ben Kerner gave Guerin a two-year contract extension on November 14. "I don't want you guys (the press) to ask 'what about Guerin' if the club has a bad time," said Kerner. In addition to Beaty, Thorn was out of 14 contests. The scramble to compensate for Beaty's absence couldn't patch all the leaks. The Hawks stood no better than eighth in offense with a 113.6 points per game average and eighth in rebounding. The overall shooting percentages were not good and only two other teams amassed fewer assists. Rookie Tom Kron, 6-5, from Kentucky and much-traveled 6-10 Tom Hoover were not that helpful. Hoover had been out a year with injuries and had lost his touch.

1967-68 FORECAST

The "return" of Hudson and a healthy Beaty make the Hawks the choice to win



Lou Hudson



Joe Caldwell



Zelmo Beaty

the title in the expanded, if weaker, Western Division. Of course, St. Louis got a mighty assist when San Francisco's Rick Barry, premiere scorer in the National Basketball Association, cast his lot with Oakland of the ABA.

Hudson jumped to Minneapolis in the new circuit but the "double jumper" returned quickly to the Hawks' fold, explaining his brief ABA interlude as "a hasty decision which was made with dollar signs."

Old Ben Kerner mopped his brow in relief and St. Louis withdrew a \$3 million damage suit against Minneapolis.

Coach Guerin has apparently retired for good this time. So a major job will be to take up the slack of his solid scoring and playmaking.

Caldwell offers one solution with his size and speed.

"We expect to be all right in the backcourt despite the losses of Richie, Thorn and Kron (the latter two to expansion)," says general manager Marty Blake. "Our second draft choice, Bob Verga of Duke, should be a great one to go with Wilkens, Caldwell and Snyder. We also have four or five big rookie guards from AAU ball and the Eastern League among others battling for jobs."

Kerner has described Hudson as a potential super star to rival retired all-time ace Bob Pettit. His speed and sharpshooting are a key to the Hawks' attack. In his rookie season, Lou set a club record for first year men by scoring 1,471 points. Pettit, as a newcomer in 1954-55, had tallied 1,466.

Hudson along with Wilkens demonstrated his ability in the clutch when both averaged four points better than their season's marks during the playoffs.

Bridges, meanwhile, was the rebounding ace of the Western finals with 125 in the six game loss to the Warriors. The 6-6 workhorse figures there are just three NBA players called upon to excel in scoring, rebounding and defense. They are Gus Johnson, Jerry Lucas and himself. He's certainly right rating his own performance.

Gaining in confidence and scoring average with each passing season, Bridges has a good jump shot and a fine hook. One of the Hawks' pet plays is for Beaty to take his man outside while Beaty moves in close where he can hook.

Bridges had to handle much of the pivot work when Beaty was sidelined. "I'm looking forward to a bigger season," says Bill. "I feel that if Zelmo had been around all last year to help me out under the boards, my offense would have been better. I wouldn't have been so tired."

The Warriors' Sharman says Bridges has an uncanny ability to draw fouls. "It is surprising because Bill doesn't have the quickness of a player like

Wilkens," adds Sharman. "He just seems to sense the way to lean as he attempts a shot under the basket."

Beaty has a good outside jumper among his many fine talents.

In spite of the overall height disadvantage, St. Louis is equally adept at striking via the fast break or a deliberate offense. The guards attack often and the Hawks' little men, who go inside often, play that kind of game well.

Guerin is a solid tactician. While his troops consistently hit both boards hard, he plots upsetting maneuvers. One of them is to have a center bring the ball upcourt so a Russell or Chamberlain will be lured away from his normal deep defensive post.

Against Frisco in the playoffs, down 0-2, Guerin moved Hudson back to guard and started Caldwell in the rookie's normal spot. The latter held Barry to 31 points, 11 below his playoff average to that juncture. Hudson came through on defense, too.

St. Louis has a lot of folks in the 6-5 and 6-6 range who have more maneuverability and quickness than many rivals. That helps explain why the Hawks last year were second only to the Celtics in team defense. More of the same can be expected.

"My quickness has helped me greatly in the NBA," confides Hudson. "Most of the forward are taller and I have to

rely on my quickness to go around them or pull up for jump shots. My speed helps, too. I still run the 100 in 9.9."

St. Louis has a young team with much of its future still ahead of it. The incoming talent will enhance an already glowing outlook.

The No. 1 draftee is versatile 6-7 Tom Workman of Seattle who scored at a 20.2 clip as a senior. And there's 6-6 Mike Wittman (22.5) from Miami, a former collegiate roommate of Barry's.

But the best front-court candidate may prove to be 6-5 1/2 Jay Miller, ex-Notre Dame, coming off two AAU seasons as the top scorer and rebounder for the Akron Goodyears.

"Jay has great offensive moves and he's a fine defensive player," explained Guerin. "He's strong enough to play forward and he'll fit into our zone press very well."

For more support at guard there is Connecticut's Wes Bialosuknia and Verga, the nation's fifty and ninth ranked college scorers plus AAU recruit Dick Smith of Seattle Pacific.

"I have never been so enthused as this season with the crews coming in this year," says Guerin. "With Workman, Miller and Hudson the Hawks will be ready to go.

"We're the team to beat."

Things look so good, maybe that's why Kerner, who put his team up for sale, withdrew it from the market.

Probable Finish: 1

Lenny Wilkens will have a greater responsibility in the backcourt with Guerin retired.



Los Angeles Lakers

Coach: Bill van Breda Kolff
Top Scorer: Jerry West, 1892;
Elgin Baylor, 1862
Top Rebounder: Darrall Imhoff, 1080
Playmaker: West, 447

LAST YEAR'S STRENGTH

Elgin Baylor and Jerry West, who else? For most of the season Baylor was his old silky-smooth, powerful self again, putting 10 points on his scoring average and new zip into the Los Angeles attack. It was an amazing comeback from several years of battling endless knee ailments and a tribute to a great competitor. He had struggled to keep going despite calcium deposits in the right knee and the '65 playoff incident when the top third of the left kneecap was torn loose. He was recovering but wasn't his old self in the 1965-66 campaign until late in the going. Last season was different. Elg, who had fallen off to a 16.6 scoring average the previous year, jumped it to 26.6, back in the groove again. He was rebounding and defending in his classic style, too. The tipoff came in the very first regular season contest, a 126-115 triumph over Baltimore. Baylor collected 36 points and 19 rebounds, hitting on 12 of 15 shots after intermission. When West could play, the pair formed the same old formidable 1-2 punch. West was the fourth high scorer in the NBA and Baylor fifth although their averages (28.7 and 26.6) were higher than third place Wilt Chamberlain's 24.1. The B-W duo gave Los Angeles the third best offense in the league with shooting percentages and an assist mark to match. Darrall Imhoff surprised a few people in the pivot, winding up the seventh best rebounder. Tom Hawkins, back after four years in Cincinnati, added some agility and firepower. Backcourt rookie Archie Clark was a major contributor to a strong late-season drive to third place. After an early flounder-

ing in the Western Division cellar, coach Freddie Schaus made a move to strengthen a poor defense—he started Hawkins and Clark. While the defense and the team record began to pick up, the attack benefitted. Hawkins and Clark helped steal more passes, force more errors and create more shots and breakaway situations. The Lakers remained a great fourth quarter team.

LAST YEAR'S WEAKNESS

It began with West's underpinnings. He had been troubled by knee and ankle problems throughout the exhibition



Jerry West hit for 28.7 points a game.

season. In the last practice contest he was dribbling the ball alone when he staggered to the floor in what he later said was the worst pain he'd experienced as a pro. It was a torn ligament in the heel he later reinjured trying to rush back in action. He missed 15 games and the Lakers got off to a terrible start. He missed the playoffs, too, and they were blitzed three straight by San Francisco. Even a far more fit Baylor had enough troubles left over to force him to sit out 11 contests. Injuries accounted for only part of the woes, however. There was the same old lack of a top-flight center, some bad deals which backfired and growing dissension. The Lakers had

somehow made it to the playoff finals in four of the preceding five seasons without a standout center but the percentages ran out. They were hurt, immeasurably, by the fact Los Angeles traded away their best pivotman, 6-11 Leroy Ellis, to Baltimore for overweight and under-activated Jim (Bad News) Barnes, a mere 6-8. To understand the fallacy of the deal note that Ellis in 1965-66 and Barnes in '66-67 appeared in 80 games each for Los Angeles. But in that like span, Ellis worked 2219 minutes, had 735 rebounds, 74 assists, scored 972 points and managed a 12.2 average. The figures for Barnes: 1398-450-47-562-7.0. Imhoff had his best of seven pro seasons but that wouldn't have taken much. At 7-0 Henry Finkel was no help. Rudy LaRusso retired rather than report to Detroit in the infamous mid-season, three-way trade. Nevertheless the Lakers got to keep 7-1 Mel Counts who came from Baltimore. In his 31 games with LA, Counts was as clumsy as he was effective. However, he was making some progress. Hope springs eternal. Some of the players didn't try to disguise their displeasure with the way things were going. Baylor complained several times that he and West are underpaid. His name was linked with Chamberlain's as possibly buying into an ABA franchise, although the idea fell through. A couple of the players hinted they were available for a coaching job. Hawkins was publicly reprimanded for revealing to a sports writer that the planned players' strike of the playoffs had been called off. The atmosphere was not the best.

1967-68 FORECAST

The Lakers are headed for second place by default.

It's not so much they're that good as that San Francisco has been riddled by the draft, retirement and Barry's "defection."

Much of the all-important climate in which Los Angeles will operate depends on how the employees get along with the relatively new owner, the controversial Jack Kent Cooke. A segment of the LA press is strongly anti-Cooke and added tensions are bound to result.

Cooke has hired William H. "Bill" van Breda Kolff to coach the team, moved seven-year Laker bench boss Schaus to the general manager's chair and made ex-GM Lou Mohs an executive vice president of Cooke's varied sports enterprises in the area. They include the new Kings of the National Hockey League and Wolves of the United Soccer Association.

Van Breda Kolff, who guided Princeton to five successful collegiate basketball seasons, has signed a three-year



Elgin Baylor



Darrall Imhoff



Gail Goodrich

contract. There is no doubt he's a solid student of the game. His reputation was enhanced greatly by the fact he had Bill Bradley playing for him several of those seasons.

At the very least, van Breda Kolff will need a little time to adjust. It's a far cry from recruiting an Ivy League team to getting the malcontents back in line on a hard-bitten pro aggregation.

Schaus landed in the GM's hot seat just in time to catch the blunt of a players' run on the Lakers' bank. Baylor, reportedly paid about \$70,000 last year as was West, is looking for a \$20,000 raise.

"We aren't being paid what we're worth," said Elgin, obviously influenced by the \$100,000-plus figures thrown around the names of Russell, Chamberlain and Robertson. Baylor said he and West have agreed they are underpaid.

"With untried rookies coming in, making all that money ... established pros like Jerry and me, for what we mean to the team—and also at the boxoffice—we aren't getting what is due us," Baylor added.

Certainly the club, as a whole, needs some new spirit breathed into it.

As was the case with the Hawks' Lou Hudson, Barnes signed with an ABA franchise (Dallas), then switched back to come to an agreement with the Lakers. The double reverse followed a) a lecture on the facts of life, also known as the reserve clause, and b) a Cooke lawsuit for \$3 million against Dallas and \$25,000 against Barnes.

Barnes, recovering from surgery on a ruptured right Achilles tendon, explained he had gone ABA for \$25,000 and a bonus. "I figured I'd go in the NBA's expansion draft, anyway, and I took the opportunity to make more money and protect myself," Barnes said.

He had received a reported \$16,000 with Los Angeles last season. The suit listed him as a player of "extraordinary and unique skill." So Barnes wanted a raise.

Dallas operations manager Max Williams said "the Lakers should have taken better care of their players."

The possible implications for team morale of such an incident added to Baylor's outspoken complaints is clear. Make no mistake, Baylor and West are worth what they want.

After all, they ARE the Lakers.

A second place for the club is predicted on Baylor and West being signed after holdouts.

They are a matchless pair of perennial all-stars as badly needed for a good showing in the standings as at the turnstiles.

West has had time to recover from the ills that plagued him last season. Baylor gave every indication he can con-



Rookie Archie Clark's defense earned him a starter's role. He scored at a 10.5 clip.

tinue to perform in a revitalized manner.

Gail Goodrich, who blossomed from a 7.8 scorer to a 12.4 in a year, is exceptionally skilled coming off the bench to ignite a surge. He wound up the team's third highest scorer and promises better things still. He and Clark can alternate spelling each other and West in the backcourt.

The Lakers have to improve on what was the second poorest defense in the NBA (120.2 points was the average per-game yield). That was a factor in protecting Goodrich and not Walt Hazzard in the expansion draft—Gail plays better defense.

Nonetheless Hazzard was one of the better if not the best player scooped up in that draft. John Block and Finkel did not make significant contributions at LA.

A year earlier Los Angeles was the biggest loser in the expansion draft for Chicago when Bob Boozer and Jim King were spirited away.

This time around the collegiate draft wasn't much help. LaRusso's retirement meant the Lakers owed Detroit something. The payoff was their first round draft pick by which the Pistons got St. John's Sonny Dole.

When Los Angeles finally got a couple of turns it named Randy Mahaffey of Clemson, Dwight Smith of Western Kentucky and then 6-5 Cliff Anderson of St. Joseph's of Philadelphia, the nation's eighth ranked scorer (26.5) and 13th best rebounder (14.3).

If there is no big payoff from this group, the Lakers can take heart that sophomore Clark, last year's No. 1 boy, is going to be something special. He has all the important plus factors going for him.

Clark's steady improvement coincided with the late-season Los Angeles spurt. 'Twas no accident. And in the playoffs with West unable to go on with the show, Clark upped his point production from a 10.5 season's mark to 25.7!

Hawkins is a good cornerman, LaRusso will be missed.

Although there is much territory to make up yet, Imhoff was much improved at center. He needs more of the same added to the long-awaited blossoming of Counts.

Jerry Chambers, 6-5, was on the LA protected list so the club plans on a major contribution from him in time.

Cooke's relations with his laborers will be watched with interest.

Even before his trade was announced last year, LaRusso had confided to friends he had become disenchanted with the club management. He said the constant presence of Cooke at midcourt every Laker game watching every move of the players put them under "extra pressure."

"The whole thing was not conducive to good basketball. We got frantic about winning every game. There was a mountain of pressure."

It may not be what's Cooke-ing—but who.

Probable Finish: 2

San Francisco Warriors

Coach: Bill Sharman

Top Scorer: Rick Barry, 2775

Top Rebounder: Nate Thurmond, 1382

Playmaker: Paul Neumann, 342

1966-67 Finish

1st

Won 44

Lost 37

LAST YEAR'S STRENGTH

The Warriors, shooting like the best of the old western gunslingers, were the miracle team of the year. Soft-spoken Bill Sharman in his rookie NBA coaching season directed San Francisco to a first place finish in the division and into the playoff finals. The Warriors extended Philadelphia's champs to six games in the showdown, battling back from 0-2 and 1-3 deficits to do it. A year earlier the Warriors had been fished out for fourth place and didn't even qualify for the playoffs. The key figures in this turnaround in "The City"—as the Warriors' jerseys proclaim it—were Rick Barry and Nate Thurmond. Forward Barry ended Wilt Chamberlain's seven-year reign as the league's scoring king. Rick amassed 2775 points—highest ever by an NBA cornerman—worth a 35.6 average. Thurmond shook off the injury bug and achieved the super-star status as a pivot-man enjoyed by Chamberlain and Bill Russell. He ranked fourth among rebounders and was Wilt's only competition for first place votes in the Most Valuable Player balloting. The Warriors defied popular opinion and made it pay off when they traded playmaker par excellence, Guy Rodgers, to Chicago for Jeff Mullins and Jim King. On that occasion, Sharman remarked: "Jim and Jeff not only give us experience in the backcourt but the additional size we've been looking for as well. The trend is toward bigger guards in the NBA." Paul Neumann, Al Attles, Mullins and King formed a solid backcourt brigade. Fred Hetzel worked with Barry in the corners while Tom Meschery and Clyde Lee, who

had a good pro baptism in occasional relief roles, did their parts. Everything dovetailed offensively as Sharman featured the same style of fast break he had played on the Celtics. The Warriors led the circuit in team rebounding. They were number two in scoring (122.4 average per game), field goals (3814), free throws (2283) and free throw accuracy (.758). Like the New York Knicks, the Warriors tied an NBA mark as seven squad members achieved double-figure scoring averages. Behind Barry were Thurmond (18.7), Neumann (13.9), Mullins (12.9), Hetzel (12.2), King (11.1) and Meschery (10.6). Barry turned in a well-rounded effort in his sophomore pro season. On the same night he tied his NBA career high of 57 points against Cincinnati, Rick had 15 rebounds and seven assists. Sharman stressed Barry's work as a playmaker when newsmen kept pumping him about the one-man scoring barrage. In fact, Rick's 282 assists was high among regular league forwards. "Rick is the finest passing forward in the NBA today," Sharman said. "He doesn't have to convince his teammates that they will get the ball from him when they are free. Our playing statistics show that Rick hits the open man time and time again. It's because of his unselfishness in working with his mates that the boys in turn try exceptionally hard to set Barry up with good screens so that he can get his shots off easier." Boston's Tom Sanders, who had to guard the San Francisco super-shot, noted Barry's overall improvement, adding: "The biggest change I noticed was the delay in Rick's jump shot that enabled him to get the defense out of position. As a result he was getting to the foul line more often." But Barry couldn't score unless he got the ball which meant Thurmond was the most important Warrior of all. He fully emerged to greatness as the nagging backaches of his earlier seasons were greatly reduced. Sharman had sent him before the season to Dr. Robert Kerlan who had worked on Baylor and baseball's Sandy Koufax. It was discovered



Fred Hetzel is now key man in corners.

one of Nate's legs was half an inch shorter than the other, so he was fitted with special shoes and a girdle-type brace to correct his balance and supply extra back support. The results were staggering—to Warriors' foes. Even a rash of injuries could not deter the Western Division champions. After his 76ers kayoed San Francisco in the playoff finals, coach Alex Hannum said: "I think if you talk about dynasty in the next 10 years, the Warriors are the team to talk about."

LAST YEAR'S WEAKNESS

There is no doubt the Warriors would have had a better regular season mark if Thurmond hadn't suffered a double fracture of the left hand in Boston Feb. 10. He missed a total of 16 games. Although that was the biggest blow, there were so many pesky aches and pains that not one squad member was able to appear in all 81 games. Barry and Neumann came the closest with 78 apiece. What's more the Warriors would have had a real chance to upset Philadelphia in the playoffs had it not been for added post-season ills. Barry played on a twisted left ankle, shot with novacaine; Thurmond fell and injured his left hip and lower back in early action; Hetzel struggled with shin splints; Meschery had a broken hand and Mullins a severe charley horse. Hannum admitted Barry's "slowdown is hurting the Warriors most." While best-in-the-west, Frisco's record was 16 games behind the eastern runnersup from Boston. The take-charge, five-star playmaker was missing. Only two NBA teams had worse defensive records. The Warriors yielded 119.5 points per game.

1967-68 FORECAST

What looked like the future power of the National Basketball Association disintegrated in full view of hard-luck owner Franklin Mieuli during the spring. That the Warriors have enough left to capture third place and a playoff berth is a tribute to the talents of Thurmond.



Jeff Mullins



Al Attles



Jim King

The multiple disasters which struck mounted around the central catastrophe—Barry's defection to the ABA franchise in Oakland, across the Bay. More than huge sums of money were involved.

Barry, hankering for a good shot in the entertainment field, was signed by Oakland owner Pat Boone. The latter helped the deal no little by acquiring Rick's father-in-law, Bruce Hale, former University of Miami mentor, as the coach.

As if that wasn't enough, there were these other developments:

—Lee also went ABA, signing a two-year contract with New Orleans for a reported \$90,000. The Warriors quickly filed suit for \$1 million plus an unspecified amount of damages.

—San Francisco was hardest hit in the expansion draft, losing Neumann, Messchery and Bud Olsen. Neumann then retired to return to Stanford as assistant basketball coach.

The end result was a staggering blow. The Warriors had lost three of their top six scorers including the league champion.

Playmaker Neumann was gone.

The cornerman corps had been decimated with Hetzel the lone survivor.

There was nothing remotely akin to a bench left.

So a brilliant future crumbled around Mieuli who had traded away Chamberlain and fired Hannum—the keys to Philadelphia's world title won at San Francisco's expense.

When Barry made the jump to the swinging arms of singer Boone, a major test of professional sports' reserve clause was assured. The Warriors sought a permanent injunction which would prohibit Rick from playing with any other pro basketball team.

Barry, who took a lot of radio-TV courses in college, quit his team for a three-year Oakland contract worth possibly \$500,000. Mieuli, stunned, said: "I think there was much more to the deal—Boone, television, family ties and possibly stock."

"If Rick had come to us with a money offer, we could have met it. But I can't deal with the blood father-in-law angle. If it would solve anything, I'd adopt Rick."

Mieuli called the Barry departure "a move which could shatter the whole concept of professional sports in the United States."

Mieuli said at first he'd never take Barry back, then later amended that to the statement: "If Rick offers to return before he plays even one game in a rival league, he'll be welcome."

Meanwhile the owner bravely stated: "I don't believe this is the end for us. From the standpoint of the team as a whole, Thurmond means more to us than Barry, although I don't intend to minimize Rick's talents, which are plentiful."



Many experts feel that Nate Thurmond (no. 42) has surpassed Bill Russell in all-around play.

To go with Nate the Warriors have Attles, a fine defensive player, and King vying for the playmaking role and Mullins at the other guard. Hetzel, who wants to be a forward in the slender image and boiled off 40 pounds to 205 to prove it last year, holds down one corner.

San Francisco gambled in the draft for another cornerman—and won. The club picked Dave Lattin, 6-7, from the University of Texas at El Paso (formerly Texas Western) in the first round. Although he had another year of eligibility left, Lattin signed with the Warriors. He

had led his team into the NCAA playoffs two years running.

But the immediate hopes of San Francisco rest with Thurmond and his ability to carry the club.

The 76ers' Chamberlain already says Thurmond is tougher to play than Russell. "Nate is by far the toughest center I have ever faced," Wilt said. "Thurmond is a tremendous rebounder, probably better than Russell. Nate is also an especially good passer, plays me man-to-man on defense and scores more than Russell."

Chicago Bulls

Coach: Johnny Kerr
Top Scorer: Guy Rodgers, 1459;
Bob Boozer, 1436
Top Rebounder: Jerry Sloan, 726
Playmaker: Rodgers, 908
1966-67 Finish
4th Won 33 Lost 48

LAST YEAR'S STRENGTH

Almost all expansion teams are struggling for competitive survival in their first year of play. The Chicago Bulls set the sports world on its ear by battling into the playoffs the first time around, beating out Detroit for fourth place in the Western Division. Rookie bench boss John (Red) Kerr wound up coach of the year over the likes of Alex Hannum and Bill Sharman the feat was so astounding. Kerr drew down 17 of the 30 first place votes. He was ably assisted in the fine performance by Al Bianchi. The Bulls got brilliant play from Guy Rodgers acquired in the deal which sent Jeff Mullins and Jim King to San Francisco. Guy was more than just an inspiration and the team's top point-maker. He led the NBA in assists, an all-time single season total of 908, unseating the mighty Oscar Robertson from the number one position. Rodgers together with forward Bob Boozer, guard Jerry Sloan and rookie center Erwin Mueller formed the nucleus of the team. Don Kojis and McCoy McLomore were key contributors. The sum total was a most effective group put together out of the expansion draft. Rodgers gave it spark while Kerr and Bianchi added direction. Boozer was the No. 2 scorer and ranked seventh in the NBA in the field goal accuracy with a .487 mark. One of the most amazing factors on the club was that in its first year of existence it had a sound defensive record. The average of 116.9 points yielded per game was fifth best in the circuit. The Bulls were dangerous to foul because they had good eyes from the free throw line yet committed relatively few infractions themselves.

Boozer got the job done because he was a much happier player in Chicago. After being a starter at Cincinnati and New York, the 6-foot-8 cornerman had been relegated to spot duty coming off the bench at Los Angeles. His basketball life and enthusiasm were renewed by the expansion draft. Sloan had been made surprisingly available in the same draft by the Bullets. He quickly recovered the confidence he had lost with Baltimore. Aside from personnel and the payoff in the standings, the franchise made its mark at the turnstiles, too. Chicago had been known as a pro basketball graveyard after four earlier ventures had died there. Predictions had been made the Bulls would be financially and artistically sunk by midseason. Not so. Over the Christmas holiday the team bucked a usually good drawing college doubleheader (Iowa-Cincinnati and Loyola-Marquette). The Bulls

Game Number three, a 134-124 conquest of Los Angeles, and Chicago was still unbeaten. The push that was to land the Bulls in the playoffs was underway. Kerr had a young, hungry, running club. Owner Dick Klein summed up the situation at mid-season: "Our coaches—Kerr and Bianchi—are responsible for the hustle. So is the play of Rodgers. There are several owners kicking themselves for passing up the opportunity to get Rodgers. The fact that we've been able to offer competition to established contenders has helped at the box office. Another important factor, and I consider it most important, has been our television and radio program. TV and radio exposure has sold the Bulls."

LAST YEAR'S WEAKNESS

The really big center was missing. Nate Bowman at 6-10 had no sooner been acquired in the draft from Cincinnati than he suffered a hairline fracture of his left ankle. Although he was supposed to take charge in the pivot he wound up appearing in only nine games. Len Chappell was too slow in the job so Mueller had to play his way into experience at that critical post as a rookie just breaking into the big time. The Bulls' other key rookie, Dave Schellhase, got whisked away into the service before he could prove himself as a pro. The 6-5 NCAA scoring king of the previous season while at Purdue saw action in only 31 contests. There were bound to be some major flaws in the newest NBA team. The Bulls were the second poorest in offense (113.2 points per game) and in field goal percentage (.419). Additionally, the lack of the consistent really big pivotman cut down the overall rebounding effectiveness.



Guy Rodgers (no. 5) led N.B.A. in assists.

drew a capacity 9,136 playing Boston at the International Amphitheater while the collegians had half a house at Chicago Stadium. That was success. Before the season began Kerr had said: "The NBA will never give Chicago another franchise. It's up to us right now." With Rodgers showing the way by scoring 36 points, the Bulls opened the season by defeating St. Louis 104-97. Rodgers got 34 in



Erwin Mueller



Jim Washington



Bob Boozer

1967-68 FORECAST

The Bulls have lost the element of surprise. The rest of the league won't be taking them so lightly from the outset as happened a year ago.

But it is impossible to imagine Chicago missing out on the playoffs.

After all, two new expansion clubs pop up in the Western Division at San Diego and Settle.

Neither can expect to be as strong at the start as Chicago proved because the two had to divide expansion draft spoils earmarked exclusively for Klein & Co. in 1966-67.

Rodgers is just at the peak of his game and does so many things so well. Boozer is a satisfied, hustling performer.

Both Sloan and Mueller can only get better from the promise they have shown and the experience they've added.

Kerr no longer has Bianchi to help him with the coaching chores but he's learned some new tricks, too. The players like



Jerry Sloan, a Baltimore reject, did everything for the Bulls. He covered the tough man, passed, scored, and rebounded remarkably.

him and work hard for him.

And he has a delightful sense of humor which makes the digging twice the fun. Kerr likes to tell of the time last season when he decided to add a play for Philadelphia.

"We had a play where a guard would step in front of Wilt Chamberlain at the free throw line," said Red. "The guard was Jerry Sloan and I told him, 'Now Jerry, you step in front of Wilt. He might knock you down and we'll get a foul out of it.' He said, 'Yeah, coach, but who's going to shoot the free throw?'"

Sloan came from near oblivion to get named to the Western Division All-Star team last January. Kerr is not surprised.

"Jerry's the most underrated player in the league and he's one of its best competitors," the coach says. "His whole game is defense-oriented. He guards his man with animal instinct and if the guy gets a layup on Jerry, he gets all upset."

Mueller, reportedly signed by New York's ABA entry for an estimated \$22,000, came to terms with Chicago later for \$15,000—a sizeable increase over his \$9,000 figure.

One thing that came out of this—another in the series of double-jump cases—was that Mueller objected to being used at center where he had to cope with the likes of Chamberlain, Thurmond and Russell. He had averaged 12.7 points a game while being named to the NBA all-rookie team.

"He never said a word about it during the season," said Kerr. "We're certainly going to play him where he is happiest."

One thing that made it easier for Kerr to make such a statement was that three of the club's first five draft choices were centers.

But the expansion draft was a factor, too. The Bulls lost Kojis and his 10.2 scoring average as well as part-time center George Wilson and Gerry Ward.

So the first collegian drafted by the Bulls to build up the backcourt again was 6-3 Clem Haskins from Western Ken-

tucky. The lad with the 22.6 scoring average had been named Ohio Valley Conference player of the year three years running.

The succeeding picks included Byron Beck, Denver (55 per cent field goal figure); John Dickson, Arkansas State; Jim Burns, Northwestern (21.5 average) and Dick Pruet, Jacksonville (19.7).

The established pivotman is still missing. It may be some time before the situation is settled.

But Chicago has the ingredients—and belongs in the right division—to wind up in the playoffs again.

Kerr has the formula.

"Speed, defense and hustle—that's the key to our game," he said. "We've got to be aggressive and burn out our opposition with our speed."

Klein has a formula, too. A six-year radio-TV contract with a Chicago station.

San Diego Rockets

Coach: Jack McMahon
 Top Scorer: Don Kojis, 792
 Top Rebounder: Don Kojis, 479
 Playmaker: John Barnhill, 136;
 Gerry Ward, 130

1967-68 FORECAST

Chicago entered the NBA arena a year ago amid gloomy forecasts. Very few outside the club itself predicted the kind of success the Bulls were able to enjoy.

But in the 1967-68 season the league is expanding by two teams, not one. So there is even less chance for optimism for San Diego or Seattle.

If there is to be a surprise, San Diego is the pick to pull it. The Rockets appear to be carrying a bigger punch than the Supersonics.

It begins right at the top where Jack McMahon holds forth as both coach and general manager. He resigned his coaching job at Cincinnati to become the NBA's only dual-role boss.

McMahon, a veteran of the basketball wars at 38, is starting a new franchise for the third time. After eight years as an NBA player at Syracuse and St. Louis, McMahon was named general manager-coach of the Kansas City Steers of the American Basketball League in 1961-62. The Steers won the title in their first year.

Then he helped form the Chicago Zephyrs in the NBA in 1962-63 before moving to the Royals. He takes an overall coaching record of 257-188 including 199-160 NBA mark to the new post.

J. Thomas Grace, Cincinnati club ex-

ecutive vice president, feels McMahon will handle both jobs well because "the general manager has charge of selection of material and the ultimate success of your team relies more on that than the floor statistics."

Each of the newest expansion teams selected 15 players from the existing NBA rosters in the stocking draft as part of their \$1,750,000 entry fee. All 10 clubs operating last year lost three men.

As was the case when Chicago was admitted, each established club was allowed to freeze seven players. After one was taken, they freeze one more.

When asked about criticism of the stocking formula, league boss J. Walter Kennedy commented:

"When we considered the Chicago application, they felt it was more important for their future success to have proven players of varying degrees of skill from a professional pool, rather than sacrifice that approach for a No. 1 draft choice on the basis that comparatively few draft choices make meaningful progress in the NBA in the first year. The same kind of feeling was expressed by San Diego and Seattle.

"We feel there are a sufficient number of players who would make a fine contribution to a new club whereas they would be sitting on the bench with an old club maybe for two or three more years."

San Diego won the toss of the coin to determine which club would select first in the expansion draft. Seattle got its choice ahead of San Diego's with both well down the list when it came to the later collegiate draft.

The Rockets pulled a rabbit of sorts out of the hat at the outset by coming up with 6-foot-5 John McGlocklin from Cincinnati. It was a surprise that he was available at all. With two years of pro

experience behind him and a promising future ahead, McGlocklin turned out to be the second best scorer the Rockets were to land.

Dave Gambee and Johnny Green, a couple of old pros representing 17 years of NBA experience, join McGlocklin as the key cornermen. Gambee is 6-6, Green 6-5. Still almost unknown quantities at the position are 6-7 Jim Ware from Cincinnati, 6-9 John Block from the Lakers and 6-8 Wayne Molis, an ex-Knick.

The backcourt appears well stocked. John Barnhill from Baltimore and Don Kojis, made available by Chicago, are thoroughly battle tested. Barnhill had the most assists of any of the squad candidates last season while Kojis had the most rebounds and points.

They are joined by Gerry Ward, Chico Vaughn—another old hand—and rookies Jim Barnett from the Celtics and Fred Lewis from Cincinnati.

Ward, at 6-4, has knocked around from the Hawks to the Celtics to the 76ers to the Bulls before landing in San Diego. But he's learned how to play solid defense along the road and he's beginning to get just a hint of a scoring touch.

Barnett, also 6-4, had a few brilliant moments in playoff roles as a Boston rookie. Jim credited the entire Celtics' club with helping him speed his learning process in the NBA but singled out K.C. Jones as "the one who helped me the most. He helped me make the team by showing me an awful lot about defense, dribbling every phase of the game." As a result Barnett is ready for bigger and better things.

The Celtics also did a great deal to prepare the man likely to start at center—Toby Kimball. The 6-8 University of Connecticut graduate played for Boston last year after a season on the European circuit with Ignis of Varese, Italy.

Noted as the roughest man with the sharpest elbows in the Celtics' scrimmages, the balding New Englander picked up confidence and a much better shot from beyond 10 feet with Boston. He learned some of the tricks of both the pivot and a corner.

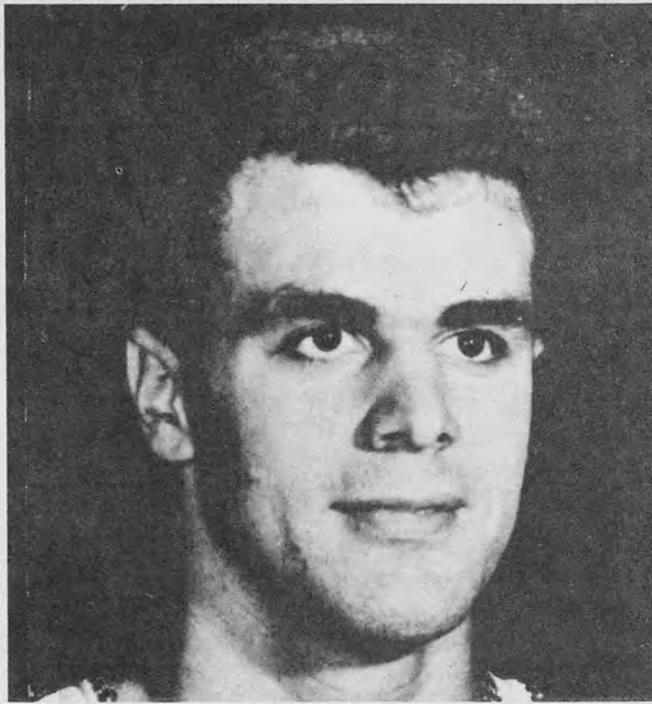
"My primary goal with the Celtics was to make the squad," Toby said. "I was sorry I couldn't play more and contribute more, but being with the Celtics was a great experience. If I had to go in the expansion draft, San Diego would have been my choice. I've always liked Jack McMahon as a coach."

Kimball apparently has fully recovered from a dislocated right knee he suffered the opening night of the playoff series with New York.

The burden will be on Kimball in the Rockets' pivot.

Henry Finkel, all seven-feet of him, doesn't seem to have the temperament, the quickness or the inclination to make

	G	MIN.	FG	FT	REB.	ASST.	PTS.	Avg.
Kojis(4)	78	1655	329	134	479	70	792	10.2
McGlocklin(2)	60	1194	217	74	164	93	508	8.5
Green(8)	61	948	203	96	394	57	502	8.2
Barnhill(5)	53	1214	187	66	157	136	440	8.3
Gambee(9)	63	757	150	107	197	42	407	6.5
Ward(4)	76	1042	117	87	179	130	321	4.2
Vaughn(5)	51	680	85	50	67	75	220	4.3
Barnett(1)	48	383	78	42	53	41	198	4.1
Lewis(1)	32	334	60	29	44	40	149	4.7
Kimball(1)	38	222	35	27	146	13	97	2.6
Ware(1)	33	201	30	10	69	6	70	2.1
Block(1)	22	118	20	24	45	5	64	2.9
Molis(1)	13	75	19	7	22	2	45	3.5
Finkel(1)	27	141	17	7	64	5	41	1.5



Dave Gambee

the grade really big. With the Lakers, where good centers are always in demand, Finkel appeared in 27 games for a grand total of 64 rebounds and 41 points.

"We are real pleased," McMahon said after the selections. "We feel we have a quick team and a good combination although there is not a whole lot of size. We did better than anticipated."

The lack of experienced big men is shown by the fact the best rebounder in 1966-67 among the veterans selected was 6-3 Kojis.

When it came to college picks neither of the expansion clubs had much left from which to choose. The crop was

exceedingly small in quality so that after Walker, Frazier, Dove and Monroe the pickings got lean, indeed.

The Rockets' top draftee was 6-3 Pat Riley from Kentucky with a history of a back ailment. He signed and hopes run high he can help. They followed with Bob Netolicky of Drake and Oregon's Nick Jones. In a deal with Philadelphia, the Rockets got the 76ers' third and fourth round picks, naming Richie Moore of Hiram Scott and Ron Kozlecki of Northwestern.



Jon McGlokin

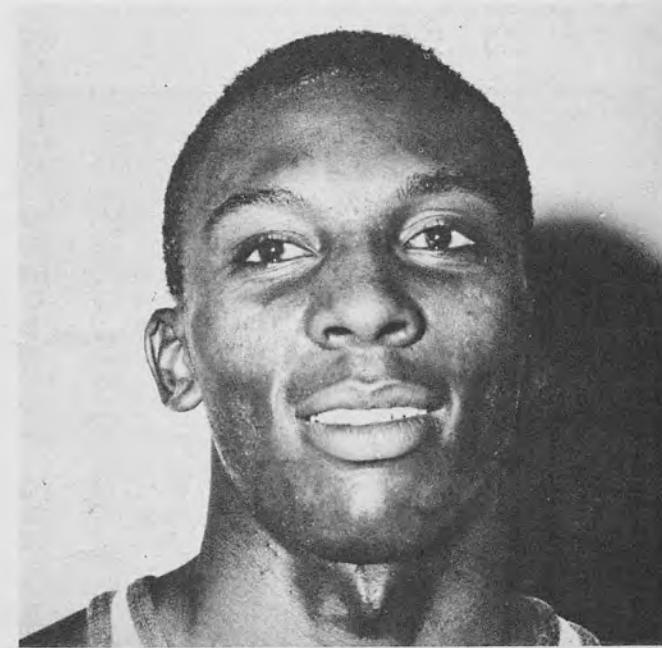
The following choice was Michigan's Craig Dill, owner of a 19.6 scoring average as a senior. Then it was Herb McPherson of Murray State. He boasted a 21.8 mark and the seventh best percentage among major college sharpshooters from the free throw line—.873.

At best the Rockets can be classed as adequately representative. They won't terrify anyone. But they have just enough talent and potential to be worthy of walking onto the same floor with the established powers.

Probable Finish: 5



Jim Barnett



Johnny Green

Seattle Supersonics

Coach: Al Bianchi
Top Scorer: Tom Meschery, 761
Top Rebounder: Meschery, 549
Playmaker: Walt Hazzard, 323

The Seattle Supersonics are the first major league professional team to hit the Pacific Northwest. Hit may not be the right word.

A look at the roster indicates it might better have tiptoed in under cover of darkness.

The club, except for possible future great Walt Hazzard and old reliable Tom Meschery, did not do as well in the expansion draft as did San Diego. It will have to lean more heavily on untried rookie draftees and free agents, not a healthy situation.

The Sonics will be woefully weak at center. The experience, if you can call it that, rests with 6-8 George Wilson and 6-8 Nate Bowman. Of course, 6-8 Dorrie Murray from the Pistons and 6-10 Henry Akin from the Knicks—primarily used as forwards in the pros—may be tried in the pivot.

After three seasons with the Cincinnati Royals, Wilson has yet to prove he can handle the job. Bowman, who seems to be injured more than he's healthy, has shown even less.

The backcourt and corner can be rated as fair to good.

Yet expansion draftee Richie Guerin had to be put on the voluntary-retired list because he wasn't going to leave his coaching post at St. Louis.

Ron Reed decided he likes baseball better and left basketball to concentrate

on his pitching chores in the Atlanta Braves farm system.

Ronnie Watts, picked up from Boston, doesn't figure to help. He had such extensive surgery done on cartilage in his left knee it took 100 stitches to close the area back in the spring.

And rookie pick Randy Matson, better known as a world record-holding shot putter from Texas A&M, won't be available until at least after the 1968 Olympics—if then.

There is no way the Seattle club can pull a surprise as the Chicago Bulls did. But the Sonics have moved into a basketball-oriented area and will play in the Seattle Coliseum which seats 14,000.

The NBA awarded the franchise to Los Angeles businessmen Eugene Klein and Sam Schulman for \$1,750,000.

At the time, Klein stated: "I regard Seattle as potentially one of the finest cities in the NBA. We will do everything necessary to give the city the finest team possible.

"I hope that the people will bear with us the first few years. It will take time to build a winner."

Don Richman was selected general manager and Dick Vertlieb the business manager. They formerly were fellow students at the University of Southern California. As a freshman team candidate at USC Vertlieb says "my claim to fame is that Bill Sharman once scored 33 points against me in a practice game."

Richman, who has been publicist for the Lakers and the old Los Angeles Chargers in the American Football League, also has done TV script-writing for 10 major shows running the gamut from *Donna Reed to the Man From U.N.C.L.E.*

He can only hope the *Saga of the Sonics* won't be a flop.

Fiery Al Bianchi was picked as coach. He had a good baptism assisting Red Kerr at Chicago. The experience of helping direct an expansion team already will serve him in good stead. He will be a major plus factor.

Bianchi said the expansion draft was different this time around.

"We (Chicago) were the only new team last year," he said. "Now there are two teams. It made it extremely difficult, figuring out who the other guy would pick and who the clubs would freeze on the second chance."

"We got some good kids," added Bianchi. "Some of those young boys never really got a chance. We had the same situation last year in Chicago and many of them came through for us. Given a chance to play they will hustle."

"And we have some older guys to give us a good mixture. Most of them are people who can play both ways."

Meschery, a 6-6, six-year NBA veteran surprised the Seattle management by announcing he was going to retire to take a Peace Corps assignment when he was drafted from San Francisco.

"It's true," said the 10.6 scorer of last season. "I had every intention of quitting the game."

"Mr. Richman called me and made an offer and told me to think about it. I talked with my wife and we decided to make a counter-proposal which we didn't think would be taken."

"Then they came up with a fantastic offer and I'm still flabbergasted."

Meschery wouldn't specify the number of years or the salary but the agreement was for several years at least.

Tom was the best scorer and rebounder among the veterans acquired. Bud Olsen at 6-8, also from Frisco; Akin, Murrey (highly regarded by the Pistons), and 6-5 Ben Warley from Baltimore are the vet cornermen.

Hazzard has a world of promise. What he needs is top talent to feed the ball to and to be set up by in return. He is the scrappy 6-2 prize catch from the Lakers.

Also a guard is 6-4 Rod Thorn from the St. Louis Hawks. Other backcourt candidates Tommy Kron (6-5), Bob Weiss (6-2) and Dave Deutsch (6-1) are green.

True to his word, Richman did not permit the Sonics to get entangled in a bidding war with the ABA for talent. He simply explained the NBA facts of life and got virtually everyone he sought including top collegiate draftee Al Tucker, the 6-8 Star from Oklahoma Baptist.

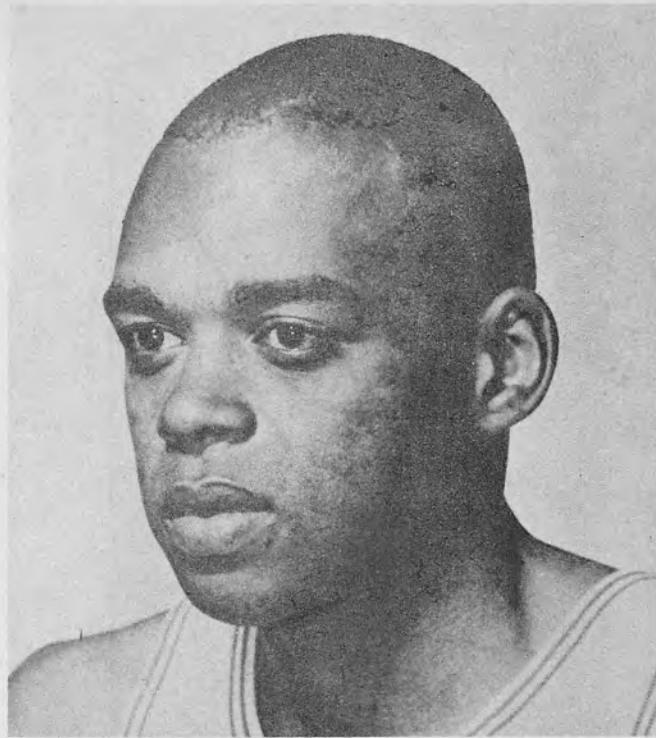
To one rookie's demand for a no-cut contract, Richman replied: "Listen, my wife was a great prospect, but she didn't get a no-cut contract."

In addition to Tucker, three-time NAIA All-America, survivors of the Seattle rookie camp included second draft choice Bob Rule, 6-9 center from Colorado State;

	G	MIN.	FG	FT	REB.	ASST.	PTS.	Avg.
Meschery(6)	72	1846	293	175	549	94	761	10.6
Hazzard(3)	79	1642	301	129	231	323	731	9.3
Thorn(4)	67	1166	233	125	160	118	591	8.8
Warley(5)	62	1037	125	134	325	51	384	6.2
Wilson(3)	55	573	85	58	206	15	228	4.1
Akin(1)	50	453	83	26	120	25	192	3.8
Olsen(5)	40	348	75	23	103	32	173	4.3
Murrey(1)	35	311	33	32	102	12	68	2.8
Kron(1)	33	221	27	13	36	46	67	2.0
Watts(2)	27	89	11	16	38	1	38	1.4
Bowman(1)	9	65	8	6	28	2	22	2.4
Deutsch(1)	19	93	6	9	21	15	21	1.1
Weiss(1)	6	29	5	2	3	10	12	2.0



Henry Akin



Walt Hazzard

third selection Sam Singleton, 6-4 guard from Omaha; Plummer Lott, 6-5 guard from Seattle University and fifth draft pick and John Schroeder, 6-9 center from Ohio University and 13th round selection.

The free agents were 6-4 guard Art Crump from Idaho State, 6-7 forward Don Rae from Montana State and 6-0 guard Charlie Williams from Seattle.

Rae proved the surprise of the camp while Lott showed good defensive ability.

In an effort to help out the center situation where the Sonics were still looking to trade for experience through the summer, Seattle invited ex-USC star Gordon Martin, 6-8. He had led the Pacific Athletic Conference in scoring with a 21.7 average in 1963-64. He had been

the last player trimmed by the Lakers two years ago. Martin couldn't survive the first cut this time around.

It could be a long season while the rookies and several virtually untried "veterans" get their knocks in the big time.

Rod Thorn



Tom Meschery



Probable Finish: 6

WHY RICK BARRY



SWITCHED LEAGUES

It wasn't just the lure of money because the San Francisco Warriors offered him even more! There were apparently some lucrative fringe benefits given by Oakland . . . some of which may never be known for some time.

By Phil Berger

For weeks, Franklin Mieuli, who owns the San Francisco Warriors basketball team, had been hearing the rumors. Supposedly, the Oakland Oaks of the newly-formed American Basketball Association, were trying to lure away Mieuli's star player, Rick Barry, with an irresistably fat contract.

Mieuli listened to the rumors, and then decided that the best way to stop them was to get Barry to sign his contract for the '67-'68 season. The only trouble was that Barry wouldn't cooperate. The NBA's top scorer insisted that he was not yet ready to commit himself.

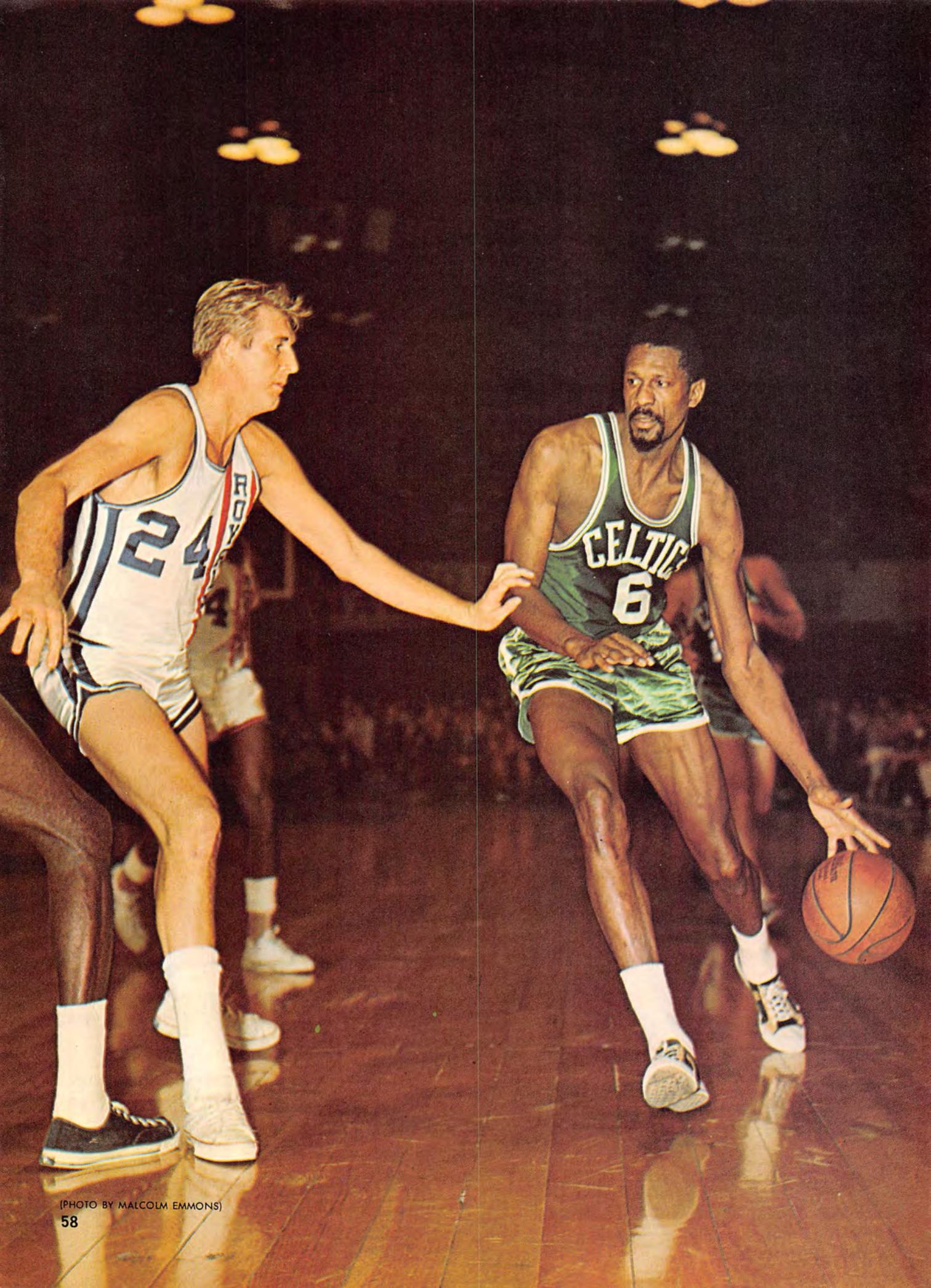
This worried Mieuli and, on Saturday, June 17, he decided to pay Barry an unexpected visit and see if he could sway him. That morning Barry was signing autographs at a San Francisco shoe store. Mieuli saw his chance.

"As a joke," Mieuli said, "I got in line with the rest of the people and handed Rick a piece of paper to autograph. He didn't even look up. He just took the paper from my hand. Then I said, 'Sign it. It's a three-year contract.' I figured that'd break him up. But then he looked at me and didn't even smile. That's when I knew time was running out."

Mieuli was right. Three days later Rick Barry paid his boss a visit . . . only it was not unexpected. While representatives from the various media waited outside Mieuli's office, the Warrior owner and Barry conferred for 45 minutes. Then,

(continued on page 65)





(PHOTO BY MALCOLM EMMONS)

58

**The outspoken Boston
couldn't handle both jobs.
It looks back on the job he
season with a year's experience.**

PLAYER BY LOOK AT C

"I handled the game the way I wanted to handle it. If I had to do it all over again, I'd play it the same way."

Thus super-center Bill Russell, 23, was plucked into the National Basketball Association's 1966-67 rookie coaching ranks, to take over the Boston Celtics.

Specifically, Russell was chosen to handle the criticism directed at him. The 6'10" Russell, can properly handle the intricacies of a game when the outcome must be made and when the game must be made.

It proved to be a bad knowledge. Lost in Philadelphia's record 76 wins, Russell's rookie campaign was plagued by nagging injury problems. The team won 60 or more games.

Celtics—with Russell the key figure roaming the pivot as the Giant Intimidator.

Both Red Auerbach, now the club's general manager, and Russell finished second to Philadelphia in their first season coaching Boston. But look at the difference in the winning percentage.

Auerbach was 39-30 for .565 in 1950-51. Russ' forces clicked at a .741 rate.

The difference?

Auerbach didn't have a fellow named Russell playing for him in his inaugural.

"I'll repeat what I've said before about this job," says Russell. "The best player I've got is me. So I'm the one I have to bear down on the most."

"Russell has to show me a lot this year. He was my biggest problem last season. He still is."

Does Russell feel that he and the Celtics didn't get enough credit for their '66-'67 performance which was overshadowed by the 76ers in arch-rival Wilt Chamberlain's finest hour?

"No, I don't think we were unjustly treated," says Russ. "We were treated as well as any second place club is treated. The name of the game is win. You just don't expect to get much attention if you don't win it all."

Russell, of course, had led the Celtics to nine world titles in the preceding 10 seasons. The only time Boston was dethroned in that span came in 1958 with the final playoff series knotted 2-2 when the former University of San Francisco and U.S. Olympic ace was forced to the sidelines by an injury.

When Auerbach decided to step down as the winningest coach in pro basketball history to concentrate on his general manager's duties, he had not been keen on the idea of a player-coach.

"I was never high on a player-coach," Red said. "There's too much to do. A center has enough to worry about with elbows in his eyes. It's tough to keep track of the bench at the same time."

Russell's first reaction had been: "After seeing Red's aggravation on the bench, I never thought I would want to coach."

But above all there has always been a fraternal, family feeling about the Celtics. The only outsider considered as a possible candidate for the job a year ago was Alex Hannum, the balding, bellowing genius who was to lead Philadelphia to the world championship, dethroning Boston along the way. All the other candidates were ex-Celtics—Bob Cousy, Frank Ramsey, Bob Brannan, Bill Sharman, Russell.

Owner Marvin Kratter liked the idea of Russell as coach. Russ switched from an earlier negative attitude and decided he could get the job done.

"Actually, by the time I told Red I wanted to take the job I thought I had everything in proper perspective," Russell

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recalls. "I had given much thought to the problems which would arise so I wasn't really surprised that one phase or another was easier or tougher than I had imagined.

"There was only one thing that was really much more difficult to handle than I had suspected. That is when you have to cut the squad down.

"The thing is that I happen to like basketball players. Most of them are really nice guys. I don't like to have to take them aside and tell them 'You can't make it.'

"Look, you figure some of the rookies who reported to the camp were just 13 years old when we first became champions. They had grown up with the Celtics. Any one of these boys wanted to become a part of the team and its winning tradition. Then you have to tell him: 'I'm sorry, you can't make it.'

"What would I have done differently if I had that first year over again? I'd want to win some more games," said Russell leaning back in the office chair with a loud guffaw.

"Seriously," he continued, "I'd probably try to pay more attention to try and give some guys more individual attention. Some guys have to work harder whether it's for physical reasons or attitude.

"You have to take into consideration

personalities. Find out what a guy responds to and use it.

"You mention Tom Sanders and the fact that he didn't play that much in the playoff series with Philadelphia. This is one of the things I didn't do well—stimulate individuals. That was one of the qualities Red had that was so good.

"It isn't just taking Satch aside for talks and pointers. It's a complete program.

"Sanders had trouble with sore legs last year. No one brought that out publicly. The guy had to play when it hurt.

"This is an area in which I have to do more."

Russell had become the first Negro to be named to a top level coaching position with a professional major league club. Had he felt, even subconsciously, an added push to try harder on behalf of his race in such a situation?

"Not at all," says Russell, one of the most forthright athletes anywhere. "I felt no more pressure. I had no more urge.

"You see, I know who I am."

Several times last season Auerbach verbally climbed all over Russell's critics and said: "I think the man has done a tremendous job."

Russell wasn't nearly so pleased. At midseason, he commented:

"That's nice of Red to say, but I don't buy it. We should be doing better.



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We didn't have Bailey Howell or Wayne Embry last year. And Red had more injuries than I've had. I think we should be doing better."

Of his own game in the pivot, Russell said: "I think I'm playing as well as ever."

Russell wasn't kidding. He actually showed a better overall performance carrying the added coaching duties than he had the previous season without them. Here is a breakdown of some of his key statistics as the coach, in the preceding season and in 1961-62, his best scoring campaign.

How had Russell fooled the detractors who had misread his character?

"They underestimated my ability to concentrate," Russ says. "I never expected coaching to interfere with my playing, because I knew how well I could concentrate out there. It's something I've practiced, believe it or not."

"You've got to remember that I've spent my whole basketball life out there on the floor. I never spent much time sitting on the bench next to Red, with him saying, 'Watch this' or 'Notice that.' I was always out there, seeing the game as it looks on the court. Even now, when I do sit down for awhile, it takes me a few moments to get reoriented to the way things look from the side."

"So I made up my mind. Once the

game starts, I'm thinking as a player more than as a coach. Sometimes we'll have a time out and I won't say anything at all. If one of the other players has something he wants to point out, I want to hear it."

Russell quickly found his toughest task was in making substitutions at the right moments.

"I made mistakes at first," he admits, "mostly in recognizing when a man needed a rest. Also, you know, not all players can play together—styles clash, some combinations don't work. Well, I prepared myself for that, spent all summer thinking about it. But still adjustments had to be made."

"And you have to understand what it's like on this club. There are no prima donnas, and there never were. Walter Brown, who owned it and built it, was a tremendous influence. And then Red—he simply wouldn't allow anyone to get too big. And I wanted to be the same way."

"In fact, I've had to tell the other players, 'If you've got something to criticize about me or how I'm playing, get it out—tell me off, don't hold it back. I'm not above it.'

"We've been close as players. We still are close. I can still go to a party with the rest. I don't have to prove my manhood to anyone, I just have to be myself and be right."

Despite the fact Russell had a brilliant record in his rookie coaching season, his detractors were numerous. Auerbach admitted people "were waiting for him to fall on his face."

"I expected criticism," Russell reflects. "It really didn't bother me. Over the years when has anyone had the chance to criticize me before?"

"I'm an individualist. I don't walk to the same drum as others."

"Whether the criticism is just or not makes no difference."

"To me the only criticism that would be important would come from Red."

"Yes, I think some of the criticism stems from the fact I'm Negro. The remarks of some are made on a racial basis, no doubt of it."

"But that can be overdone, too. It's the easiest thing in the world to say they're saying or writing a thing because of race. Much of it is because of my personality."

"There are sportswriters who have never tried to talk to me. One writer I've seen come into the dressing room countless times. He walks right past me and goes directly over to talk to John Havlicek. With his back to me all the time he sometimes backs up close and tries to listen in on what I might be saying to some other writers. Yet he never once has talked to me."

"This is significant. If someone wants

be anonymous."

Chamberlain publicly knocked Russell's dual role. He said he felt the Celtics had the better team during the last season but the 76ers had better coaching. "I think it's almost an impossibility for Bill Russell to exert himself physically and mentally and also make the proper coaching calls. I've said it to him," Wilt commented.

"I will always respect a man's right to his own opinion," returns Russel.

When the press quoted Celtics Larry Siegfried and Sam Jones as suggesting playing and coaching both were too much for Russ, their boss said simply: "I'd be a hypocrite if I ever clamped down on one of my players for sounding off. I always spoke my mind as a player, so I couldn't criticize anyone for doing the same thing."

If these were Russell's friends he also knew how to make them toe the mark. He used the player fine with the same stinging effectiveness as had Auerbach. One cornerstone of the disciplinary system—pay a fine of \$1. per minute for being late to practice.

As the end of the season neared, someone asked if Russell might step aside to concentrate as a player and have Auerbach coach during the high-tension play-offs.

"Red and I never talked about such a possibility," said Russ. "I'm the coach. They're stuck with me for better or for worse."

"Red didn't give me the job just because I had been playing with the Celtics for 10 years. He made me the coach because he thought I could handle it."

"The only thing that irritated me this year was people saying that I wasn't really the coach. I missed a practice one day and a writer claimed Auerbach should fine me. That guy obviously thought I was just a figurehead—that I wasn't really the boss."

"Well, I took this job to be in complete charge and that's the way it's been."

"Russell's done a better job than I dared hope for," said Auerbach. "He made some mistakes early, but that's to be expected. In the last two months of the season he was fantastic."

Russell set the tone at the annual break-up dinner. The sensitive man who had sobbed out of love for his fellow players following championship clinchings, was the perfect opposite in defeat. Sometimes somber, sometimes laughing he assumed a quiet, firm, dedicated attitude saying the team had done its best and would simply do better in 1967-68.

Auerbach took the occasion to call his decision to make Russell coach "the best I ever made. The big reason why he did such a good job was the fact that his was a happy club. But they aren't happy losers and don't have to cry their title was stolen."



Russell: "I made mistakes at first."

to call me a son of a bitch I want him to say it to my face. If I feel the same way about him I'll tell him.

"Clif Kean of the Globe had a story some time back about me changing my unlisted phone number frequently and being hard to reach. I'll take it from a guy like Clif. He has always confronted me directly with what he thinks.

"It's the easiest thing in the world to

Auerbach: "A better job than I hoped for."



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How about the year ahead?

Celtics' forward Don Nelson says simply: "It all depends on how well Bill Russell plays."

"K.C. Jones' retirement is a big loss," says Russ. "He was our playmaker and he was an inspiration to the rest of the team. Plus he helped me a lot last year.

"It's not a question of can I compensate for this double loss. I have to compensate.

"I'm figuring on someone else to give me a hand as K.C. did, but I don't feel I want to say this early who I might have in mind for the assignment.

"Before I decide on the new playmaker I first want to see what the squad is like. There are some changes involved and I'll have to see how it affects the individuals. For instance, Larry Siegfried will be a starter. He wasn't last year. I must see how he'll react.

"I may have to use our swing man, Havlicek, in the backcourt. I can't tell until we've worked for awhile. So much depends on who we sign. Our veterans are all set. But we've got to know who the rookies are, how they are, how we'll be able to use them.

"Take the cases of Toby Kimball and Jim Barnett last year. Both were excellent young players, yet I expected to lose them (and did) in the expansion draft. They were great kids, outstanding play-

ers and would do anything I'd tell them.

"There are situations where you try to teach the young guys. But because of the expansion I knew I'd lose those two and didn't play them as much as if I'd known I'd be able to keep them.

"I had complete confidence in them. You'll remember the second game of the

Philadelphia playoff series. I played much of the last quarter with Barnett, Siegfried, K.C. Jones and Havlicek. That's because I had complete confidence in Barnett in such a situation. You know these guys after you've been with the team for a long time.

"People see what they think they know



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to be a player's physical ability. But they don't know what he is like inside. This is what I have to know.

"I really don't know what lies ahead for the Celtics. No predictions, please. There are too many uncertainties.

"At the end of the playoffs Philadelphia's Hal Greer had said the Celtics would still be the team to beat this coming season. I'm sure that's right as far as Philadelphia is concerned.

"I think the rest of the teams would say Philadelphia.

"I expect New York will be extremely tough this year. I expect Detroit to be tough. They are all in the same Eastern Division with the 76ers, us and Cincinnati.

"You could win 60 games and finish third in this division!

"As for the controversy stirred by the new American Basketball Association, I think it would be good if it does get off the ground. Not just good for the players seeking better contracts where it will doubtless help. If the ABA goes it means it has to draw fans. The more people watching the game the better it is for basketball everywhere. No matter what happens, the NBA has better balance in each division."

Russell was openly chastised recently by Auerbach after the coach, Siegfried and Sam Jones were pictured riding on motorcycles in town. Asked if he wanted to comment, Russell replied:

"The motorcycle, like anything else, is as safe as you make it. Handle it properly and there is no problem. They talk about defensive driving. You really must drive defensively on a cycle. After all, if you tangle with a car—you lose. Both my wife, Rose, and I have helmets. I know what I'm doing."

"This is all part of living in a fish bowl. If one of my neighbors (in the suburb of North Reading) had done the same thing there would have been no fuss. One of these days I'll escape from the fish bowl."

Prior to last season Russell had signed three-year contracts at a reported \$125,000 to both play and coach. During the playoffs they were scrapped in favor of one year renewals.

"I got just the one year agreement at my own request," Russell said. "There are two different contracts involved. I just wanted the chance to reassess the situation each year."

"When I first came into the league it never occurred to me to ask for a no-cut contract. I think too much of the Celtics and too much of myself to do anything like that. Well a multi-year coaching contract is the same as a no-cut."

"Before I signed for three years they asked me to do it for that time. I will never ask for a multi-year contract."

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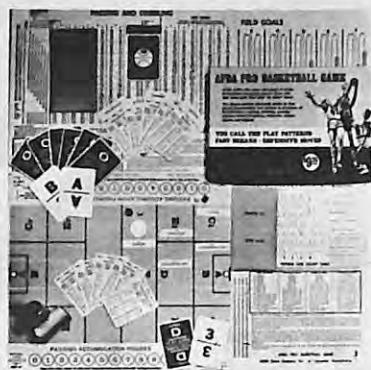
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(Continued from page 56.)

the door opened and pro basketball's newest superstar emerged. He was dressed in a dark blue sports jacket, a pale blue shirt and a red and blue striped tie. From his expressionless face, there was no clue as to what had transpired between Mieuli and him.

As reporters and broadcasters closed in on him, Barry said, "I just told him I was going over to Oakland." The speculation was over. Rick Barry had switched leagues.

The transaction surprised many people. They figured that Barry's competitive nature would rule out his playing with a league inferior at its outset to the established NBA. Certainly, Mieuli had been counting on that. He was highly disappointed by Barry's move.

"I had visions of the Barry and Thurmond combination with the Warriors some day becoming a San Francisco tradition," he said. "Like Lefty O'Doul and the Seals, and Willie Mays and the Giants or Frankie Albert and the 49ers. I lost part of a dream."

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Although neither Barry nor Pat Boone, the pop singer who is the owner of the Oakland team, has revealed the details of the contract, it is generally believed that Barry signed for three years at a total of \$500,000.

Barry would only say, "It is a lucrative salary, one of the highest of any basketball player. It was something I couldn't turn down."

Boone confirmed Barry's statement. "I can confidently say the compensation Rick will get is comparable to any amount received by any pro basketball player today."

Thus, Barry, at 23 and after two professional seasons, had moved into the salary bracket previously reserved for the game's tallest players. (Bill Russell, the player-coach of the Boston Celtics reportedly earns \$125,000; Wilt Chamberlain of the Philadelphia 76ers \$115,000; and the Warriors' Nate Thurmond \$90,000.) But it was not money alone, many people suspect, that moved the 6-7, 200-pound Barry.

Mieuli, for one, said he believed fringe benefits that Barry had written into his contract counted heavily in his decision to go over to the ABA. He said that the Warriors' offer was better than Oakland's, "but I think there were other things involved."

These fringe benefits were purportedly a share in the ownership of the Oaks, real estate holding and other residuals. Said Mieuli: "I want to emphasize that I don't know about Barry. But I do know they (Oakland) have offered stock options to some Warriors."

Mieuli's figuring makes sense. In today's sports marketplace, talented athletes look for security in the form of investment holdings. It is not unrealistic to believe that Oakland included such fringe benefits in Barry's contract.

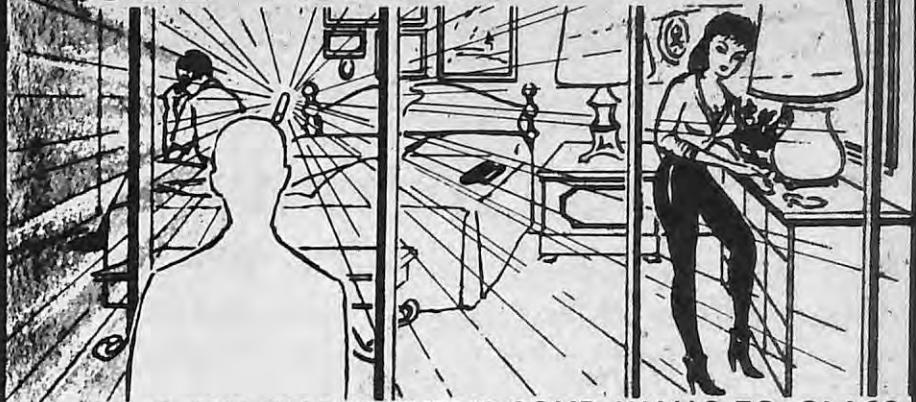
Money considerations alone, however, may not totally account for Barry's decision. It is no secret that Barry has Walter Mitty visions of himself as a show business personality. To a limited extent he has indulged in his visions. In San Francisco, Barry has his own 5-minute sportscast on radio station KNBR and recently he has appeared on both radio and TV as a pitchman for a Bay Area bank.

Said Mieuli: "Rick has this great desire to be a movie actor. I could promise him money but I couldn't promise him that sort of future."

Oakland owner Boone, however, could. Barry conceded in Miami recently that Boone had mentioned getting him a screen test if he desired, but added, "That would have nothing to do with my decision." Perhaps.

Mieuli also touched upon another possible reason for Barry's switch. "I think,"

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he said, "that Rick believes he will be the crusader who will carry the league. If the league does succeed—and he has stock options to buy the club—then maybe he has a good deal."

And there was a clincher to all these motivations—namely the fact that Barry's father-in-law, Bruce Hale, was named coach and general manager of the Oaks a month before. Barry developed under Hale's coaching at the University of Miami, where—as a senior—he averaged 37.4 points per game. If the Hale-Barry combination looked like a package deal, Rick was quick to deny it.

"There is no truth whatsoever to that kind of talk," he said. "This is a decision I would make on my own and I made it. I'm not going to deny it, I'm looking forward to playing for my father-in-law again. I enjoyed playing college ball for him, and I look forward to playing professionally under him."

"The main reason I made the move was because of the proposal (money). I'm happier that he (Hale) is here instead of some other coach. But the proposal was so good I would have been happy to play for any capable man."

Certainly, the feeling was mutual for Hale, who said, "I think Rick's decision is a great thing for the American Basketball Association as well as Oakland. I believe other established stars will seriously consider ABA offers now."

Hale did not take any credit for signing Barry. "This whole thing was worked out by Rick with Pat Boone. I believed the wise thing for me to do under the circumstances was to stay out of the situation . . . and I did."

Hale was more expansive when he considered the Oakland team's future—with Rick Barry as his number one.

"Rick averaged 37 points last season against the best," he said. "In a league just starting out, he's liable to average 50."

When asked whether he thought Barry might become complacent, Hale said, "No. I know he's going to get better and better. He won't settle for not improving himself."

Barry himself is not as outwardly optimistic. He knows he will be a marked man in the new league.

"The guys in the ABA might hammer me down to a pulp to make sure I don't do that well," he said.

Another factor that may limit Barry's effectiveness in the ABA is the absence of his 6-11, 230-pound former teammate, Nate Thurmond. The Warrior pivotman was adept at setting picks for the quick Barry to exploit. His rebounding also triggered the fast break, which was a prime source of Barry's scoring.

It is highly doubtful whether the Oaks will find a man who can serve Barry as well as Thurmond did. The irony of the

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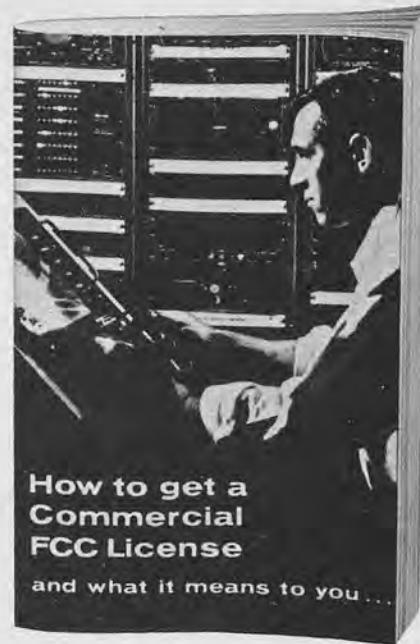
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situation is that Oakland sought Thurmond before Barry.

"That's right," Nate said. "They called me first, and I phoned Rick and told him about it. Then they tried to get us as a package deal. And finally, when I told them no, they went after Rick alone."

Added Thurmond: "They offered me the same as Barry. It came out to around \$415-500,000 for three years, providing that the league didn't fold. If the league folded the contract guaranteed no more than \$200,000. . . . Yes, there was also something about stock in the club, and I could've gotten a liquor store out of it, too."

Both Thurmond and Barry regretted the apparent dissolution of their profitable Warrior partnership. All through last season, when he was becoming the NBA scoring leader, Barry praised Thurmond. After announcing his move to Oakland, Rick said, "I'm going to miss playing with him." Thurmond replied: "I used to figure that as long as we were both healthy . . . the Warriors were going to be contenders. Rick was as helpful to me as I was to him. He'd get the ball into me better than anyone on the club."

There is, however, a remote possibility that Barry and Thurmond will play for one more year. Mieuli has gone to the courts seeking a permanent injunction to prevent Barry from playing with Oakland. There is no money involved in the suit.

"All we want to do," says Mieuli, "is prevent Barry from playing for any other team. We'll go as far as we have to, even to the Supreme Court. There is more at stake here than just one player, even if it is Rick Barry. All professional sports are affected."

Editor's Note: As this issue went to press, San Francisco Superior Court Judge Robert J. Drowes issued an injunction restraining Barry from playing for any team other than the Warriors until September 30, 1968, when the reserve clause in his Warrior contract expires.

It should be noted that this is simply a temporary restraining order, and the case must still go to trial. However, ABA officials declared that they would abide by the ruling, albeit preliminary and subject to counter-suits.

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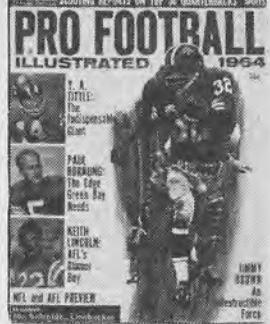
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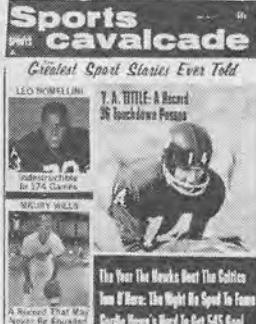
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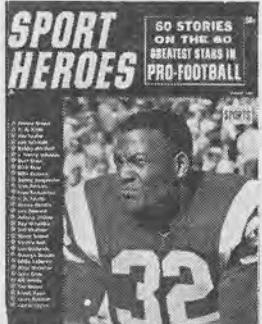
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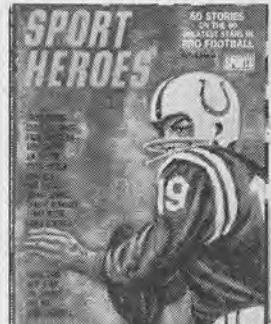
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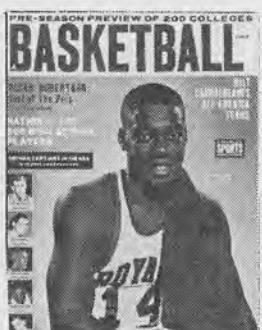
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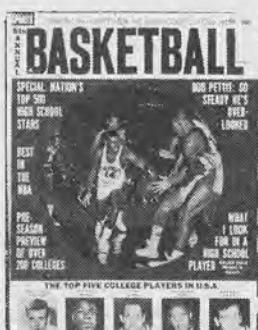
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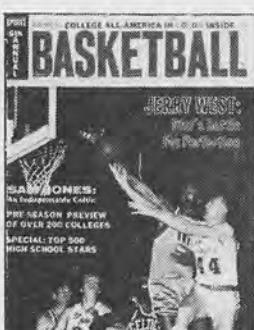
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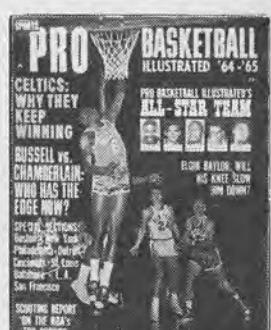
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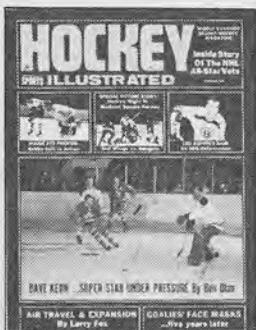
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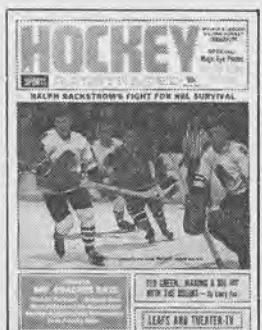
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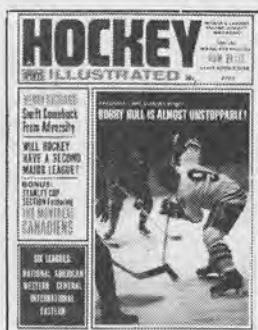
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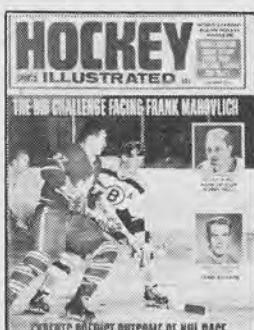
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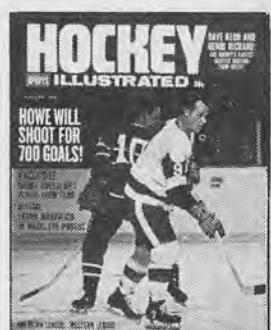
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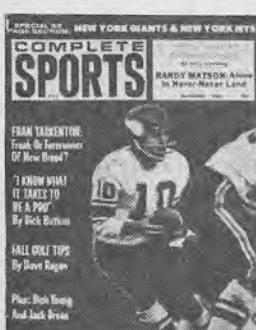
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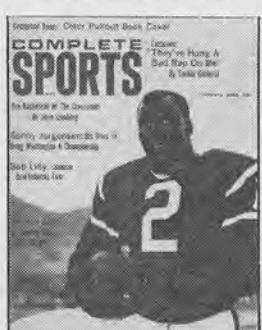
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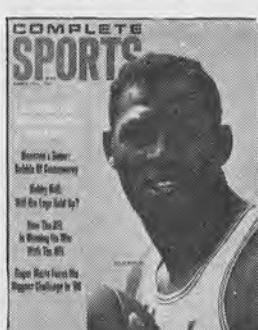
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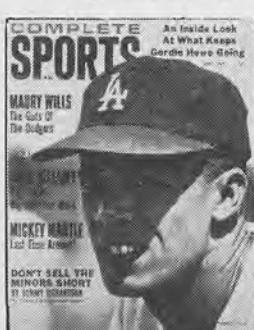
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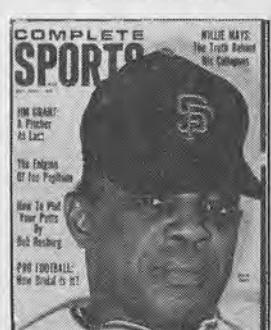
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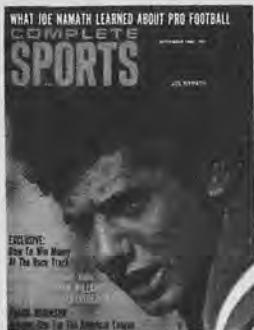
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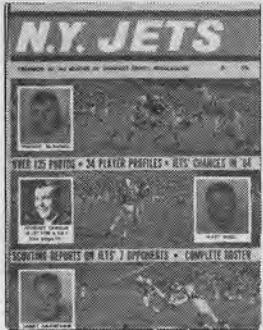
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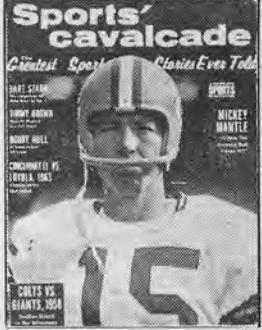
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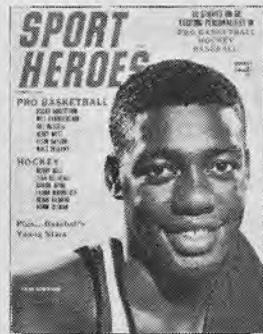
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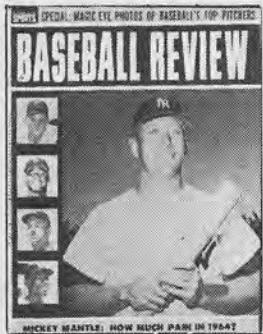
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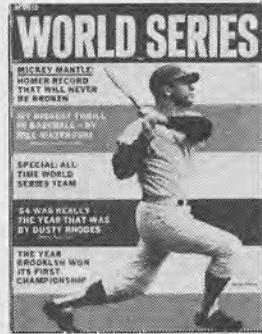
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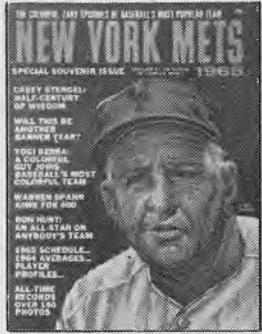
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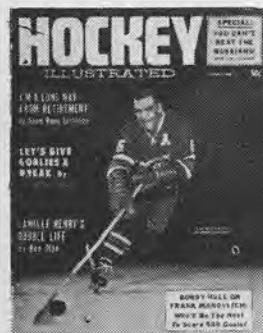
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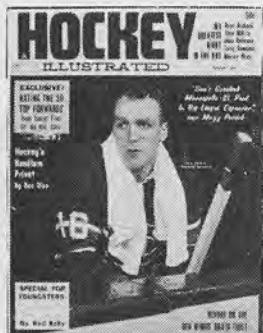
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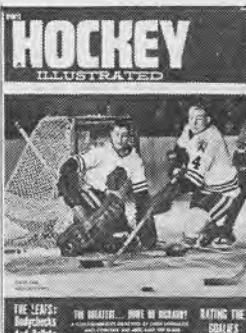
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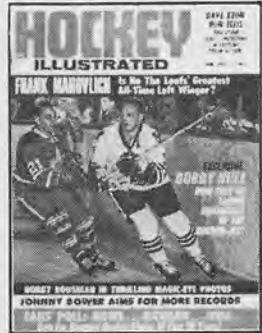
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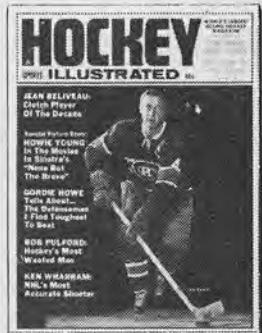
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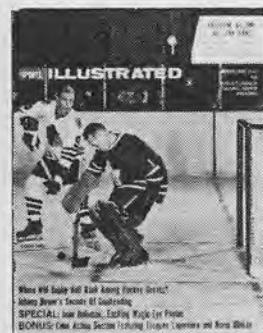
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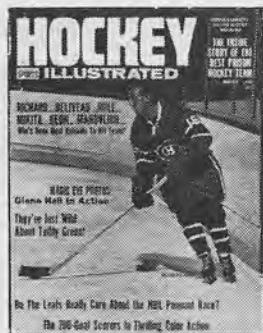
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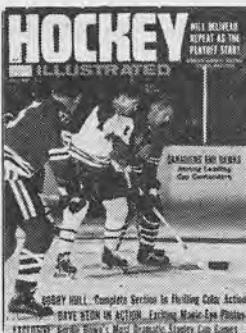
Hockey Illust. Jan. '65



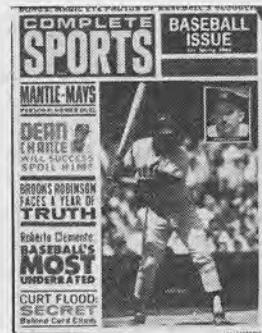
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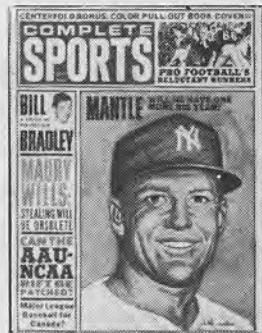
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with heavy foods! No more bloated feeling! Here's a good-tasting formula which will give you up to 3,000 extra calories a day with our plan, for gains of up to 14 pounds in 14 days!

Yes, YOU can join the thousands of successful Weider students who changed themselves from puny, underweight hat racks to muscle beach he-men! Your very first can of Crash Weight No. 7 will start you toward up to a pound a day weight gains! AS THOUSANDS OF SUCCESSFUL USERS SAY, "YOU MUST BE DOING SOMETHING RIGHT"!

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BEFORE



AFTER

Larry Scott had a "fair" physique that weighed in at 165. He wanted extra pounds for a champion-caliber body, but extra-large meals only bloated him — and he stayed at 165. Then Larry discovered Crash Weight No. 7! His weight jumped from a too slender 165 to a muscular 215 pounds — and he went on to win Mr. America — Mr. Universe bodybuilding awards! **LARRY GAINED 50 POUNDS!**



BEFORE



AFTER

Paul Zsoldos of Manville, N.J. was growing upwards in a hurry; at 15 he was 6'1" and still growing! The only problem was that he began to look like a praying mantis with stilt-like legs and toothpick arms! Eating more food didn't help Paul, but delicious, easy-to-digest Crash Weight No. 7 gave Paul 7 POUNDS IN 7 DAYS AND ADDED A BIG 4" TO HIS CHEST!



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YOU HAVE EVERYTHING TO GAIN (up to a pound a day)!

Crash Weight No. 7
gives you the pounds
you need for rugged
contact sports!

Money Back Guarantee

If Crash Weight No. 7 doesn't work for you, return the No. 7 canisters in their original package, and I'LL SEND YOUR MONEY BACK!

Sincerely yours,
Joe Weider, "Trainer of Champions"

JOE WEIDER Dept. 154-127K

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Dear Joe:

You bet I want to gain up to a pound a day the e-a-s-y way! RUSH me my supply of Crash Weight No. 7 so that I can start to drink on pounds without exercise! Also, I get full benefit of the "Money Back Guarantee"!

CHECK ONE OF THE PLANS BELOW:

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(Up to 7 Pounds in 7 Days)
Check flavor desired: Chocolate Vanilla

14-Day Supply of Crash Weight No. 7 \$12.98

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Check flavor desired: Chocolate Vanilla

I enclose \$ in full payment for the plan I have checked. PLEASE RUSH!

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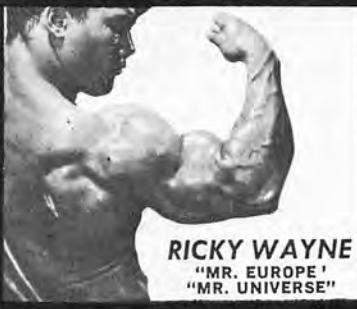
LARRY SCOTT
 "MR. AMERICA"
 "MR. UNIVERSE"

Twice "Mr. Olympia" winner—Larry stands 5' 7", weighs 205 lbs. and has a pair of 20" arms! He is considered one of the world's best-built men—but he was a 136-lb. weakling before mailing the coupon! **This Can Happen To You Too!**



FREDDY ORTIZ
 "MR. AMERICA"
 "MR. UNIVERSE"

Winner—Freddy stands 5' 5", weighs 185 lbs. of rock-hard muscle. His arms measure 19" and he is considered the best-built short man in the world. Yet, he was a 115-lb. skinny weakling before sending in the coupon! **Why Not You?**



RICKY WAYNE
 "MR. EUROPE"
 "MR. UNIVERSE"

Winner—Ricky is 5' 8", weighs 198 lbs. of Herculean muscle. His arms measure a full 19 1/4", and he is considered the best-built man in Europe today. He weighed a pitiful 123 lbs. before sending in the coupon! **And It Can Happen To You!**



CHUCK SIPES
 "MR. AMERICA"
 "MR. UNIVERSE"

Winner—Chuck stands 6', weighs 225 lbs., and has a pair of 20" arms—among the strongest in the world! He was a 141-lb. weakling before sending in the free coupon! **Now How About You?**

Weider-Pupil
DAVE DRAPER
 "MR. AMERICA"
 "MR. UNIVERSE"

Winner, and movie-TV star—Dave stands 6' 2", weighs 235 lbs., and owns the largest arms in the world—21" upper-arm, 17" lower-arm! Yet, he was fat and flabby before mailing the coupon! **But Why Wait? Rush!**



FREE! MUSCLE COURSE THAT CAN ADD 3 INCHES TO YOUR ARMS *FAST!* ...AND MAKE YOU INTO AN ATHLETIC VIRILE HE-MAN!!

In half the time, with twice the ease, in the privacy of your own room, in just a few minutes a day, I will, through my "TRIPLE-PROGRESSION COURSE" that I want to send you FREE, guarantee that virtually overnight, you will experience a muscle-building miracle! Before your eyes you'll slap on inches of steel-hard muscles to your pipe-stem arms, pack your chest with power and size, give yourself life-guard shoulders, dynamic, speedy, athletic legs. Add jet-charged strength to every muscle in your body. I don't care if, today, you own the scrawniest, flabbiest, skinniest or funniest-looking body, whether you're tall or short, young or not-so-young, skinny or fat, office-worker, laborer, school-boy or businessman, I must make a new,

virile he-man out of you—with handsome muscles bursting out all over! They will ripple with power, vibrate with energy! And for the first time in your life, men will envy your body—women admire it, because at last you will own a body that brings you fame instead of shame! What I did for Dave Draper "Mr. Universe" winner, and for hundreds of other champions since 1936, I am ready to do for you! A-C-T-I-O-N is the key to strength! Fill out the coupon below NOW! Rush it to me—and in hours, with no charge to you—at my own expense, you too, like Dave Draper did, will start putting an end to your weakness! You have nothing to lose but your weakness! ACT NOW!—SUPPLY IS LIMITED!

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I Want: Bigger Arms Larger Neck Deeper Chest
 Trim Waist Athletic Legs Added Weight
 Broader Shoulders More Endurance and Power

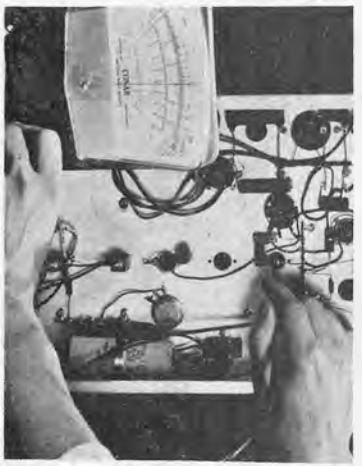
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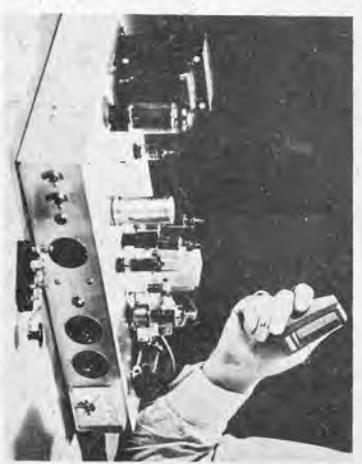
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